

LIFE

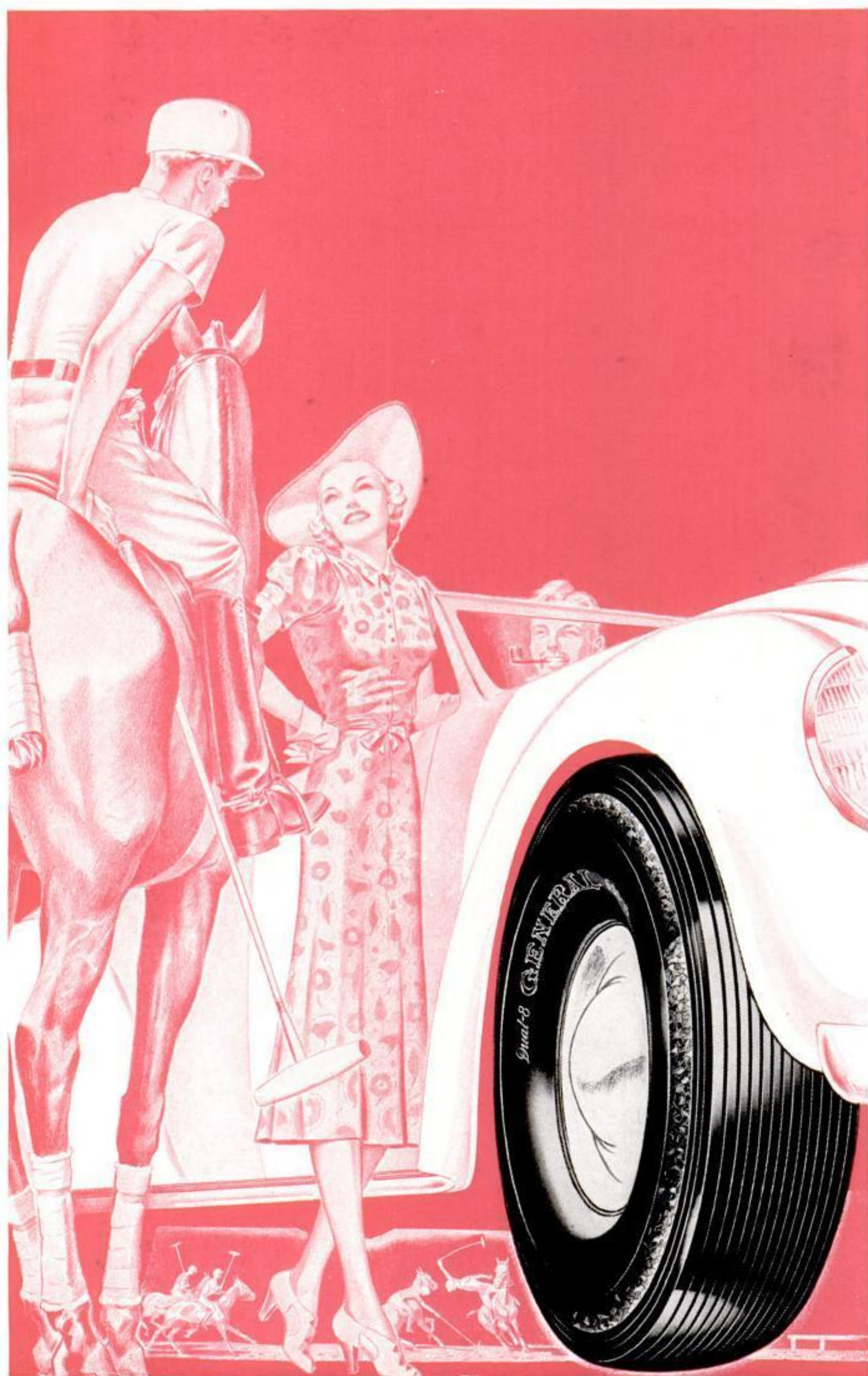


A "PRUSSIAN"—IN HUNGARY

SEPTEMBER 12, 1938

10 CENTS

Yes! General's Top-Quality.. Big Mileage..
Quicker Stops..now cost *surprisingly little*



THE NEW GENERAL DUAL 8

*Costs less than
a dollar more*

THIS year new thousands can afford the tire they've always wanted.

For less than a dollar more than they'd pay for an ordinary first-line tire, owners of popular-priced cars can now have worry-free travel on the General Dual 8.

At this remarkably low price you get General's famous long, uninterrupted mileage. General's quick-stopping safety — on the patented squeegee-action tread that stops your car quicker on wet pavement than ordinary tires stop on dry. General's extra strength and blowout resistance...low pressure comfort...smart style.

Every ounce a Top-Quality General, the Dual 8 is the year's outstanding tire value. Let the General Tire dealer show you how easily you can equip your present car or your new car.

THE GENERAL TIRE & RUBBER CO., Akron, O.
In Canada—The General Tire & Rubber Co., Ltd., Toronto

The new Dual 8 is available with smartly styled white sidewalls at slight additional cost. They add the final touch of distinction to your car.

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It gives you the quickest stops you've ever had... and always *straight*. When you apply the brakes the patented tread *wrinkles* into squeegee-action... *grips*... and *holds* in any weather.

THE
GENERAL
Dual 8

- goes a long way to make friends

THE SHOE BUY OF YOUR LIFE!

Styl-EEZ
A SELBY SHOE

AT A NEW
LOWERED PRICE

\$ 6.50

DELUXE STYLES
\$7.50



Your opportunity to enjoy the luxury of comfort at no extra cost... to have the newest, smartest fashions and pay no premium... to wear the famous, concealed "Flare-Fit" innersole and avoid wobbly ankles... to walk more smoothly in the way of fashion and *save* substantially both your pocketbook *and* your feet this Fall!

THE SELBY SHOE COMPANY, PORTSMOUTH, OHIO... In Canada, Selby Shoes Ltd., Montreal • In England, Sexton Son & Everard, Norwich • In Australia, Selby Shoes, Ltd., Sydney • For Men, Wall-Streeter Shoe Company, North Adams, Mass.

This One



KE6Q-YL0-J3E8

Confident of Loveliness?

—not unless you are sure that the dentifrice you use provides quick, complete refreshment to your mouth, gums and teeth



Fight Acid when you brush your teeth!

AFTER EVERY MEAL, food particles are bound to lodge in many tiny crevices in and between your teeth. There they may ferment, forming the destructive acids that attack enamel, and are a common factor in tooth decay.

Without adequate care, natural brilliance is soon lost, and fermentation often becomes the cause of an unattractive breath and disagreeable taste.

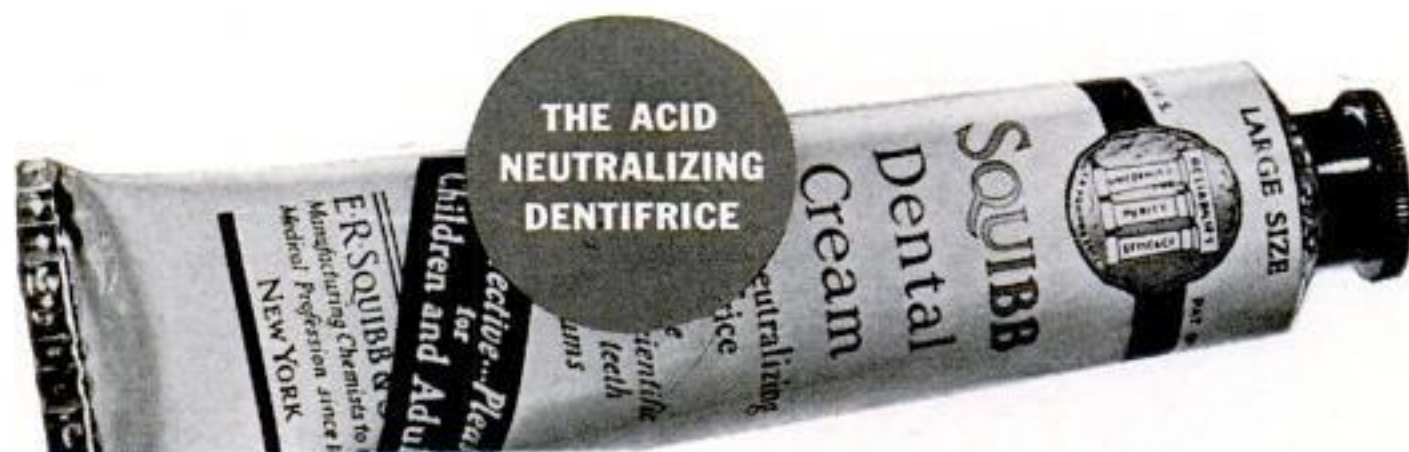
This is why you should fight acid when you brush your teeth, and why Squibb Dental Cream is made with a safe, scientific antacid. It penetrates into many tiny crevices where brushing cannot reach, and neutralizes the acids of decay wherever it comes in contact with them.

Start using Squibb Dental Cream today. Use it regularly—after every meal. See how beautifully it cleans. Note the feeling of quick refreshment—the sense of cleanliness—throughout your mouth.

Squibb Dental Cream is a scientific product of the Squibb laboratories. Get it from your druggist, in the large economical tube, and don't forget that, by the daily use of Squibb Dental Cream and adequate professional service, most tooth decay can be prevented.

FOR THOSE WHO PREFER POWDER, Squibb Tooth Powder contains the same essential ingredients as Squibb Dental Cream.

SQUIBB Dental Cream



The Priceless Ingredient of Every Product is the Honor and Integrity of Its Maker

LETTERS TO THE EDITORS

Hair Up

Sirs:

Your picture of the new upswept hair-do (LIFE, Aug. 22) does not do justice to the mode. The wandering tendrils at the nape of the neck indicate that the hair was merely piled atop the head without benefit of a capable hair stylist.

JEAN JOLLE
Fashion Editor

Beauty Culture
New York, N. Y.

Sirs:

The model's neck looked like the unweeded patch on my front lawn.

MARION VALLÉ
Marion Vallé Inc. (Hats)
New York, N. Y.

● LIFE's object was to show how the new hair-up style looks in everyday wear. Hence the model's hair was not done by a professional hairdresser but by the model herself, as millions of women will have to do their hair each morning if the style becomes general. For professional advice see below.—ED.



crest of the upsweep, all the height is retained within the natural hairline, which is the basis of any smart coiffure.

Where the neckline is bad, I do not advocate cutting the hair too short. In that case, a medium (never a long) bob is called for. The hair is curled softly over the nape to hide the neckline, and the high effect is achieved by an upward sweep at the sides and at the front over the forehead.

LOUIS NAPOLITAN
National Director
American Hair Design Institute
New York, N. Y.

● Mr. Napolitan enclosed four photographs to illustrate his points (see cuts). In the hairdress at top right, the hair is pulled up too severely. At bottom right is the "bird's-nest" motif, with sardonic trimmings.—ED.

Adventure in Yamming

Sirs:

We are two elderly bachelor girls, and have very little pleasure in our lives. The event to which we look forward with greatest anticipation from week to week



Sirs:

The high hairdress is being worn all wrong. Women are brushing up their long bobs, pinning them down with hairpins or miniature combs, and topping it all with a thick cluster of sausage curls at the peak of the crown. This is neither smart nor practical.

The proper upswept hairdress should be a close-to-the-scalp coiffure that outlines the natural shape of the head. Hair should be two inches from the nape. Under no circumstances should the hair be too long, for that results in a bulgy, top-heavy type of coiffure that mars the natural line of the head.

The important thing to bear in mind is that the feeling for height should be one of movement rather than of placement. By adroitly sweeping the hair in an upward movement and curling it at the

is our receipt of your superb magazine.

Seeing your current feature, the "Yam" as done by Fred Astaire and Ginger Rogers (LIFE, Aug. 22), we decided to try this new dance. We followed the directions with infinite accuracy. I, who am writing this letter and who was Ginger Rogers, am suffering from a bruised ankle as a result of a kick given me by my friend (Fred Astaire) while performing the Yam finale. My friend, who is dictating this letter from her bed, has a sore back.

MERCEDES SIMMONS
ANGELA ROBERT
New Orleans, La.

● LIFE hopes for the speedy recovery of the Misses Simmons and Robert, hastens to advise elderly dancers to omit the strenuous Yam finale.—ED.

(continued on p. 4)

YOU'LL GO "1900"—AND LIKE IT, IN THESE "HERALD OF FASHION" STYLES

New era front-fulness coat with Persian collar and four Persian pockets smack across the chest. In famous FARNSWORTH ROYELLA monotone. \$65.00

Dress and jacket ensemble in BOTANY dress-weight wool. The short wrist-length box jacket has a tuxedo front of blue fox-dyed skunk. The dress has round, high collarless effect and buttons on each shoulder. Fine cartridge tucking gives yoke effect to skirt. \$89.95

The lavish choker necklace of colored pearls keynotes the luxury of the afternoon frock in "Chimbo", a satin-backed crepe woven with CELANESE* RAYON yarn. \$25.00

COATS AND SUITS DESIGNED BY ETTA GAYNES

ELEGANCE and femininity are at a new high. And you, wondering if this new mode will be becoming, can answer with an emphatic YES if you choose any of these in the new Paris colors. They're labeled "Herald of Fashion"—a name under which last-minute styles will come to you throughout the year.

Herald of Fashion

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Bloomington.....Paul Anderson, Inc.
Boston.....Slattery's
Brookline.....Slattery's
Brownwood, Tex., Garner-Alvis Co.
Buffalo.....L. L. Berger

Burlington.....Abernethy Clarkson Wright
Canton.....The Stern & Mann Co.
Cedar Rapids.....Martin's
Charlotte.....The Vogue
Charlotte.....Montaldo's
Chattanooga.....The Vogue
Cincinnati.....The Jenny Co.
Clarksburg, W. Va., Parsons-Souders
Cleveland.....The Higbee Co.
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Detroit.....Walter's
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El Dorado, Ark., Kahlden Shop
Elkhart, Ind., Stephenson's
El Paso.....The White House
Eugene, Ore., Washburne's

Evansville.....Shop Nook
Fayetteville.....Campbell & Bell
Florence.....Levenson's
Fort Scott.....The Vogue
Fort Wayne.....Wolf & Dessauer
Fort Worth.....W. C. Stripling Co.
Fulton, N. Y., M. J. McDonald Co.
Great Falls.....Strain Bros.
Greensboro.....Montaldo's
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Tampa.....Maas Bros.
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Trenton.....Alice Elizabeth Shoppe
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Virginia, Minn., Saper's Shop
Washington.....Woodward & Lothrop
Wellesley.....Slattery's
Westwood Village, Calif., Myer Siegel & Co.
Wheeling.....Geo. E. Stifel Co.
Wichita.....Garfield's
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*Reg. U. S. Pat. Off.



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How he'll go for those three delicious flavors—beef, fish, and cheese—fed in rotation! This taste variety helps stimulate his appetite—helps him grow strong and husky.

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erally inspected meats and meat by-products. It is rich in body-building vitamins and minerals—and contains both cod-liver oil and Fleischmann's Irradiated Yeast to provide an abundance of Sunshine Vitamin D—so vitally important for puppies! Thoroughly laboratory-tested and kennel-proved.

Feed Red Heart Biscuits to your puppy, too—they'll help to keep his teeth and gums in a healthy condition. John Morrell & Co., General Offices, Ottumwa, Iowa.

LETTERS TO THE EDITORS (continued)

Air Transport

Sirs:

To me, and surely to every person in this and all other airlines, came a great deal of pleasure in seeing the splendid series, "Air Transport Comes of Age" in the Aug. 22 issue of LIFE. Naturally I, along with some 2,000 people associated with me in United Air Lines, am proud that our company was selected.

I speak not only for us in United but everyone in air transportation today, when I commend LIFE on its intelligent,

had been running a saloon in San Francisco, and who had made money speculating in mining stock.

Flood and O'Brien backed Mackay and Fair in buying some abandoned and supposedly worthless mining properties on the Comstock. They drove exploratory tunnels and came upon an ore chamber 60 ft. across, in which the ore was laced and streaked with virgin silver. They took \$100,000,000 out of that hole. It was the last and greatest bonanza that the Comstock saw. It founded a dozen fortunes, and beggared thousands in the



JOHN MACKAY (EXTREME LEFT) AND FRIENDS AT COMSTOCK MINE

constructive presentation of the scope of air travel.

Incidentally, the thorough way in which LIFE "tackles" a subject was a revelation to me.

W. A. PATTERSON
President

United Air Lines
Chicago, Ill.

Sirs:

Congratulations on your Air Transport story. The entire industry is indebted to you.

CHARLES A. RHEINSTROM
Vice President

American Airlines Inc.
Chicago, Ill.

Sirs:

A marvelous job . . . This will do a lot of good for all the airlines of the country.

EDGAR S. GORRELL
President

Air Transport Assn. of America
Chicago, Ill.

Mackay Saga

Sirs:

I have just finished looking over your extremely interesting pictorial account of the life of Irving Berlin in the Aug. 15 issue. With regard to his wife, the former Ellin Mackay, it might be of interest to remember that the story of her family, if not of herself, is almost as much of a "saga" as Irving Berlin's.

John Mackay, her grandfather, landed in New York a dozen years before the Civil War. An Irish immigrant, he got a job as a clerk. Just about that time the news reached New York of the discovery of gold in California, and Mackay threw up his job and became one of the "Argonauts," that company of whom it was said that "the cowards never started, and the weaklings died on the way."

He panned gold in the placer workings, with some little luck. Invested in mining stock and lost his shirt. About that time the fabulously rich silver deposits of the Comstock Lode in Nevada were discovered. John Mackay went to Virginia City, the silver camp, and got a job in a silver mine as an ordinary miner.

He worked up to be a mine superintendent. Formed an association with James Fair, another Irish mine foreman whose career had been much the same. They formed a partnership with two other Irishmen, Flood and O'Brien, who

orgy of mining-stock speculation which followed.

During Mackay's days as a laborer he had married a young widow who lived at the boarding house where he roomed. She had been earning a precarious living for herself and her daughter as a seamstress. Endowed with intelligence and charm, and backed by Mackay's money, she set out on a social campaign that took her to the top of the heap, not only in New York but in Europe.

EUGENE S. GUILD
Washington, D.C.

● The historic picture above was taken at the Comstock mine on Oct. 29, 1879, when ex-President Grant visited the Lode. Left to right: John Mackay, Mrs. M. G. Gillette, U. S. Grant Jr., Mrs. U. S. Grant Sr., ex-President Grant, Mrs. James G. Fair, Governor J. H. Kinkead and Colonel James G. Fair. Seated: S. Yamada, guide—ED.

Problem Girl

Sirs:

Why do these fashion authorities always assume that their typical "tall girls" or "short girls" have no defects of torso except their vertical measurements?

In your story on the "Glamor Guidebook" (LIFE, Aug. 22), I read that tall girls should wear "low head dress," "low waistline," "avoid perpendicular lines."

That hippy girls should wear "hair up," "high waistline."

That busty girls should wear "raised waistlines," "vertical lines."

For God's sake what does a tall girl who is also hippy and busty do?

ILSE WESTCOTT
Los Angeles, Calif.

● LIFE put Reader Westcott's question to Margaretta Byers, co-author of *Designing Women*. Miss Byers answers: 1) that a girl who is tall, hippy and busty is 'probably not badly proportioned, since the three faults should neutralize each other; 2) that if she really has conflicting bad points she should dress to overcome the worst of them; 3) that as a last resort she should forget about her troublesome anatomy and dress "in Tempo with her Temperament" (*Designing Women*, chap. 9).—ED.

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LIFE'S PICTURES



Notable in this issue is the essay on Hungary (see pp. 50-61) for which most of the photographs were taken by LIFE's famous Camerawoman Margaret Bourke-White, shown above as she returned to New York on the *Aquitania* after a five-month tour of Central Europe. She is holding her new pet, Pynello Knight of the Garter, nicknamed "Johnnie," a Blue Bedlington which she bought at the famed Pynello Kennels near London. Planning to spend one week photographing Hungary, she spent four, had no trouble finding her way around that rarely-photographed country. High spot of her trip was invitation to the home of Prince Festetics (see p. 52).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom,) and line by line (lines separated by dashes) unless otherwise specified.

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FRESH ORANGE JUICE DAILY

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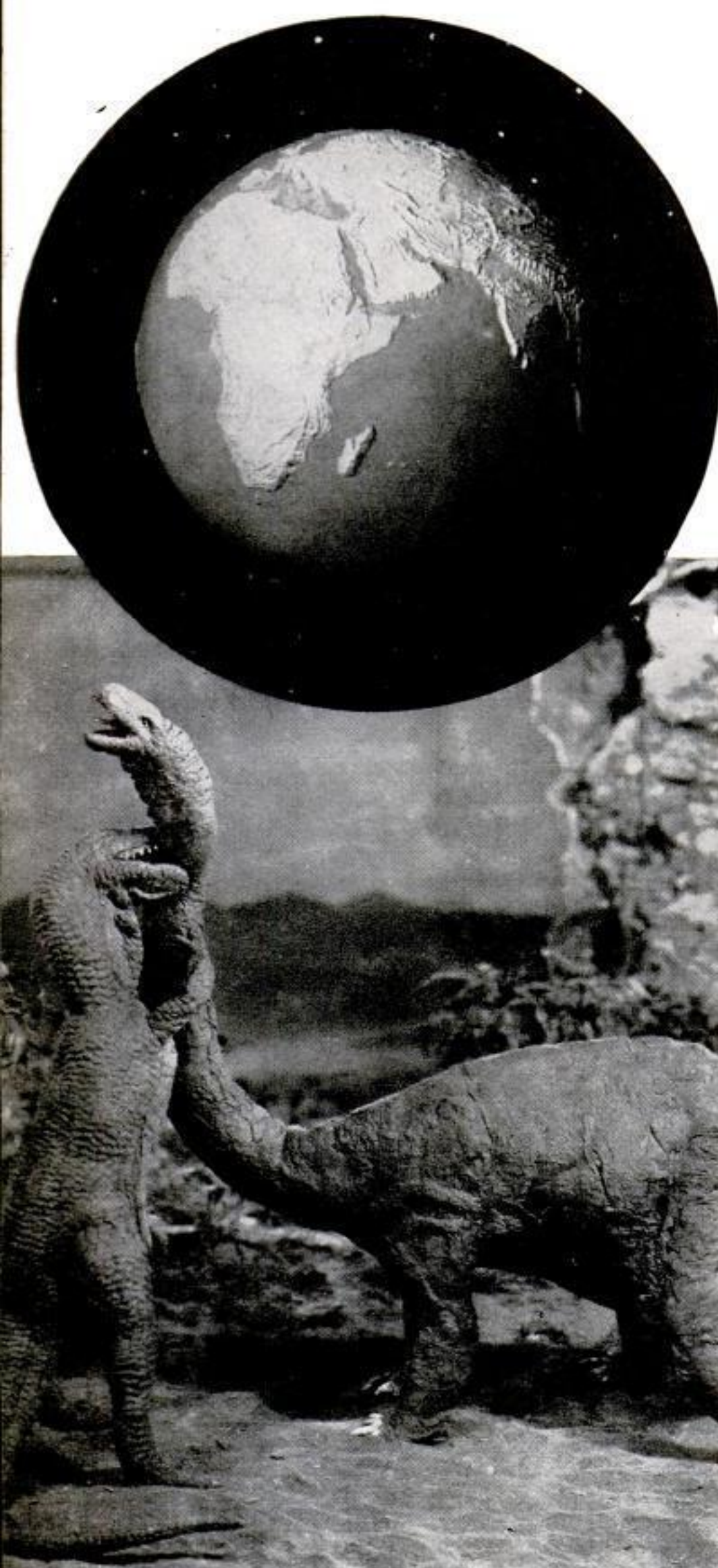
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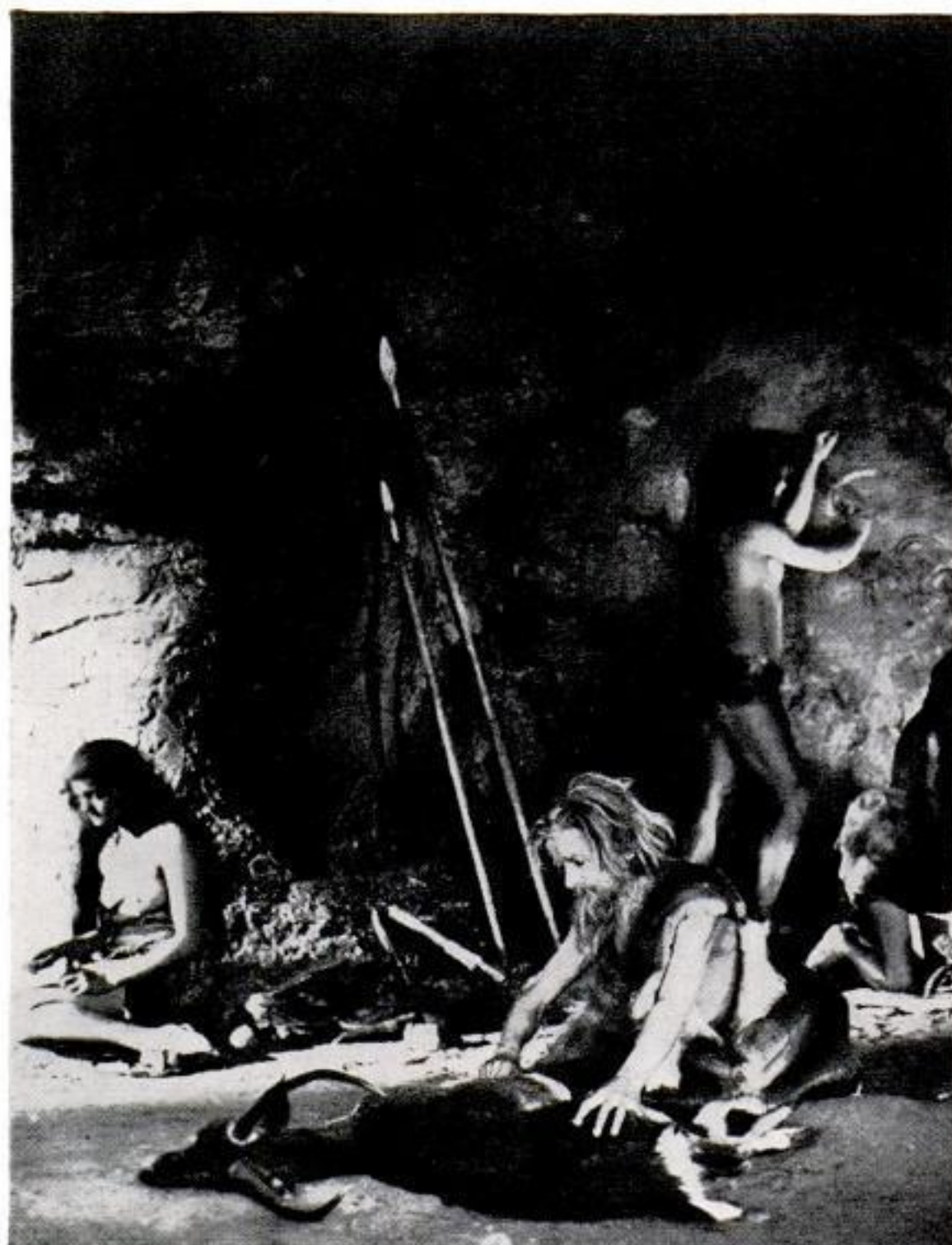
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SPEAKING OF PICTURES

THESE SHOW THE HISTORY OF
THE WORLD IN MOVIE STILLS



Prehistoric monsters struggle for existence in the Mesozoic period 175 million years ago: from *Lost World* (1925).



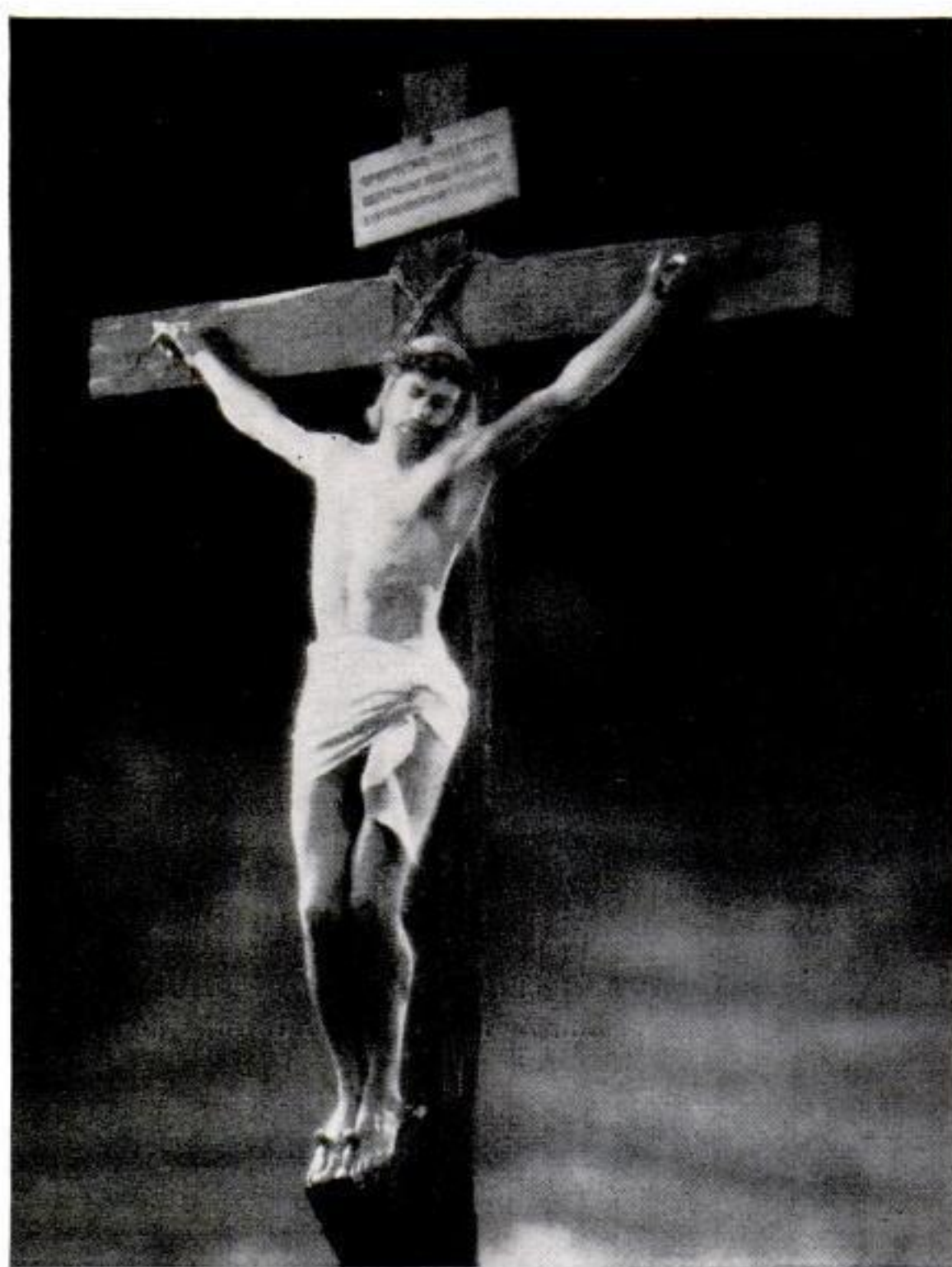
Cavemen scrawl animal pictures on the walls about 30,000 years ago: from *Nature and Love*, an historically accurate German film (1928).



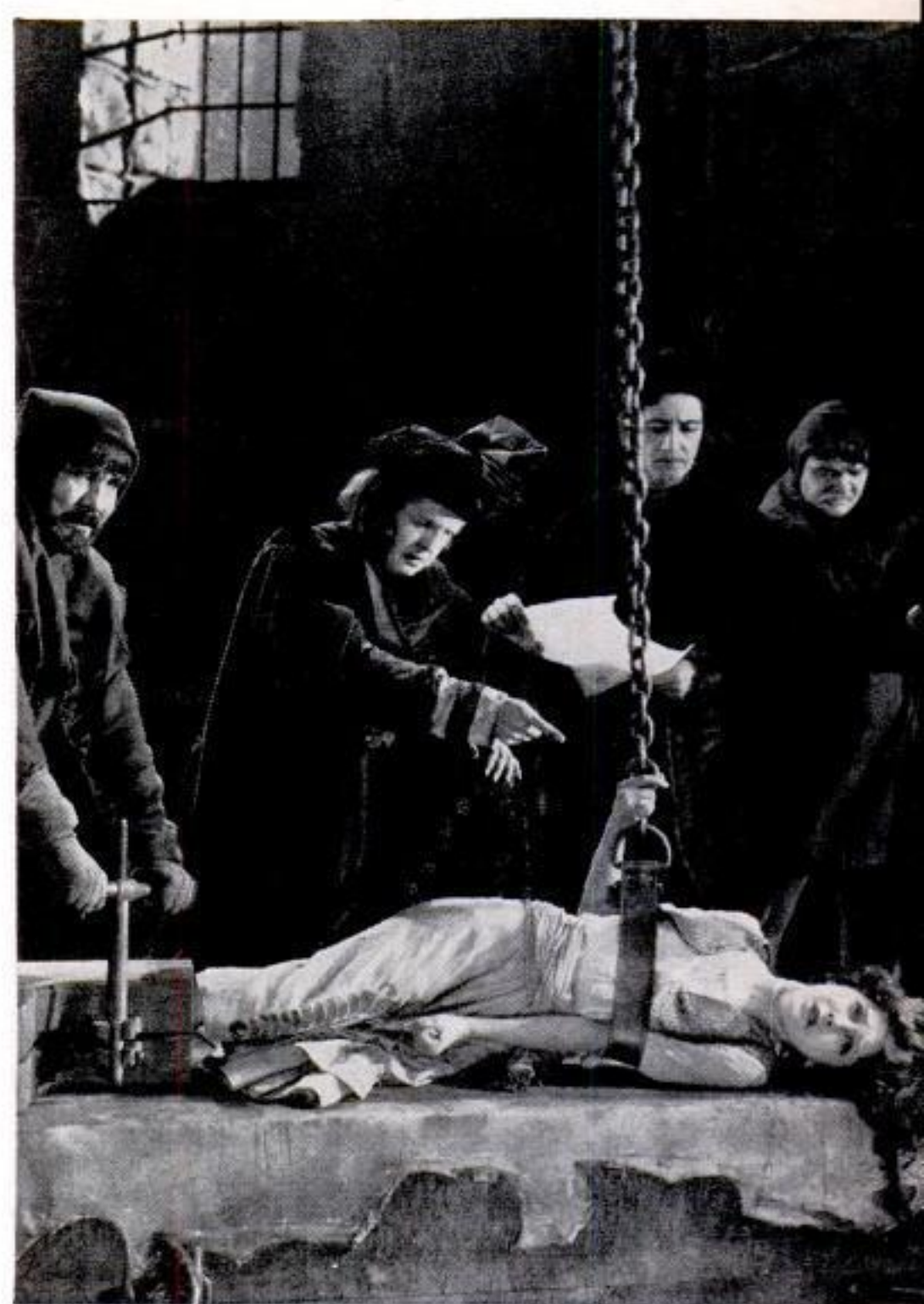
The Tower of Babel soars heavenward from the plain of Shinar near Babylon 2,247 years ago: from *Noah's Ark* (1929).



Christ in the manger was shown in *Crown of Thorns*, a German film. Religious pictures never stop circulating.



Christ on the cross is Actor H. B. Warner in *King of Kings* (1927). Directed by Cecil B. DeMille, it is still shown on Easter and Christmas.



Medieval torture in the 15th Century was one of the many horrors in Lon Chaney's *The Hunchback of Notre Dame* (1923).

If one man with a camera had been at work on earth for 175 million years, and if he had been lucky enough to snap the great epochs and events of history, he might have among his vast collection of pictures a scene to parallel each of those shown below. These are a few of the movie stills collected by Frederick A. Barber, who spent a year rummaging through studio files, sorting out scenes from hundreds of historical films. He and his partner, Historian Francis Trevelyan Miller, pasted them up in sequence to make a new kind of history book, *A Motion Picture History of the World*.

During 40 years of movie-making almost every great age and earth-shaking event has been re-created for the cinema. The Earth itself has posed in minia-

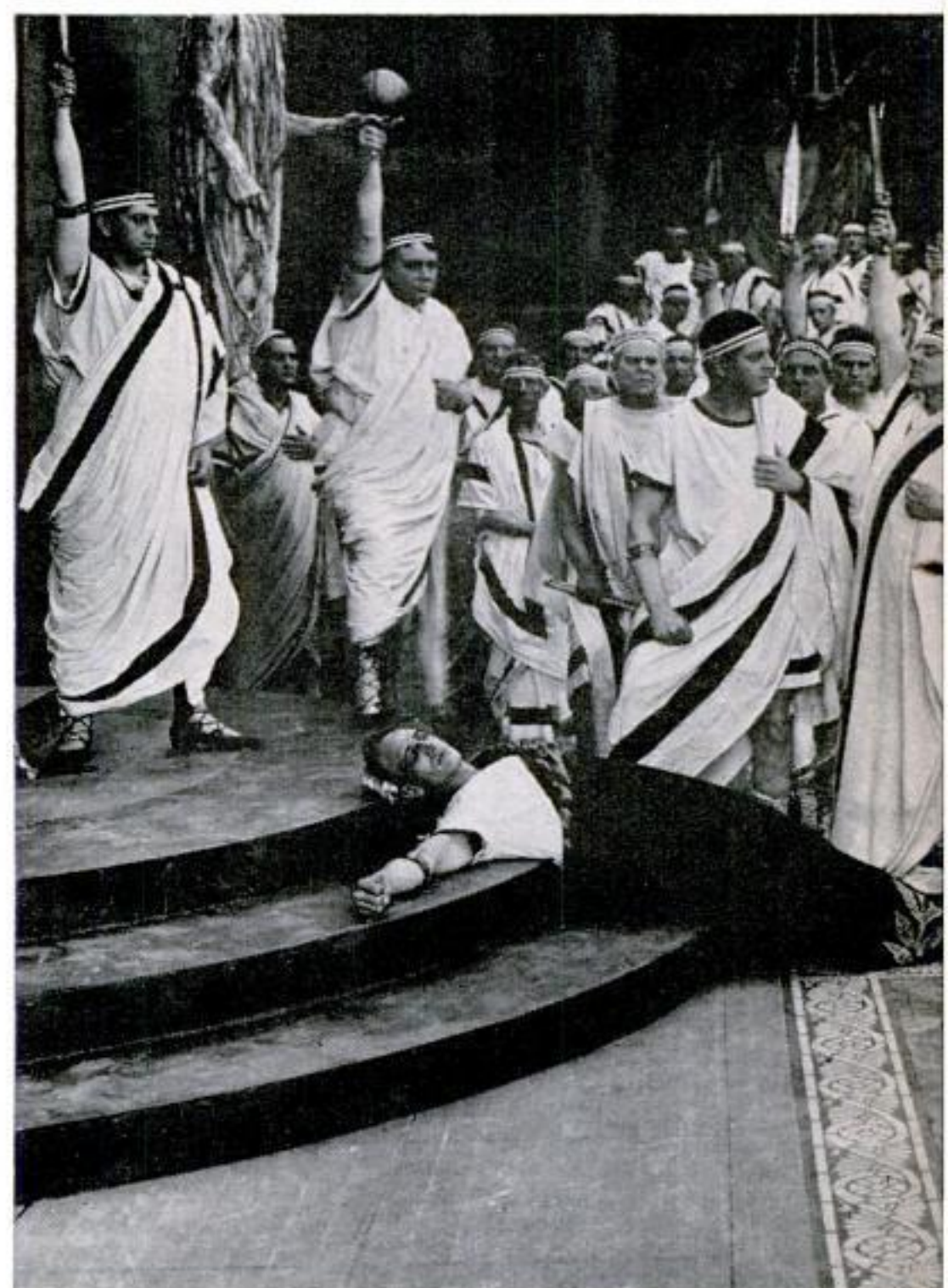
ture while cameras "on the moon" make shots like the one on the opposite page from the German *Wonders of the Universe*. A few of the scenes, such as those of the Age of Dinosaurs and the Cavemen, are documents of convincing scholarship. Others, especially some of the extravaganzas of Cecil B. DeMille, probably do not even remotely resemble history. But the worst of them come close to the average man's mental picture of these events as formed through the centuries by literature, mythology and science. In actual history many of the great moments were undoubtedly dramatic flops—unimpressive, badly lighted and acted, cluttered with irrelevant detail. Though historians may scoff, these films have resurrected the past in popular terms and made it vivid to millions of people.



Ancient Egypt builds huge monuments: from DeMille's *The Ten Commandments* (1923). Writing on the wall is incorrect.



Moses on Mt. Sinai receives Ten Commandments from Jehovah, 1491 B.C.: from *Ten Commandments*. Hebrew alphabet on tablet is correct.



The murder of Caesar in Roman Senate ends Rome's Republic, 44 B.C.: from Fox's *Cleopatra*, with Theda Bara (1917).



Henry VIII justifies his reputation as a lady-killer in 1536: from Ernst Lubitsch's *Deception* (1920) with Emil Jannings.



Madame du Barry coyly accepts a foot-kiss from her lover, Louis XV of France, about 1765: from *Passion*, directed by Lubitsch (1920).



The French Revolution of 1789 has probably been filmed more than any historical event: from *Scaramouche* (1923).

It takes this much gasoline
to go a mile in low gear...



And this much
to go a mile in second...



But only this much
to go a mile in high....



In **STOP** and **GO**, a mile **S-T-R-E-T-C-H-E-S**

In low and second, your engine makes up to 3 times as many revolutions as in high—**uses 3 times as much gasoline**

STOP-AND-GO driving fools your speedometer—while your car is going a mile, your engine may go the equivalent of *two*.

The number of extra revolutions your engine makes depends on how many times you stop and start—how much of your driving is in low and second gears.

You can't avoid stop-and-go driving, but you can do something about its high cost.

Shell engineers found that getting away from a traffic stop can waste enough "undigested" gasoline to carry you $\frac{1}{3}$ of a mile.

To cut this costly waste, they rearranged the chemical structure of gasoline. They make every drop of Super-Shell "motor digestible"—every drop usable in stop-and-go driving.

There is a Shell dealer near you. Use Super-Shell regularly and your savings count up.

SUPER-SHELL

SAVES ON STOP AND GO



SPEAKING OF PICTURES

(continued)



Washington says farewell to his troops at end of the Revolutionary War on a November Sunday at Rocky Hill near Princeton, N.J.: from *Alexander Hamilton* (1931).



Lincoln and his cabinet discuss Emancipation Proclamation, Sept. 22, 1862: from *Abraham Lincoln* (1924). Lincoln appears in movies more than any other President.



Theodore Roosevelt, as assistant Secretary of the Navy, argues for preparedness in March, 1898, just before the Spanish-American War: from *Rough Riders* (1927).

NOTHING HAS BEEN CHANGED BUT THE PRICE!
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Our Prices are Lowered....

ESTABLISHING A NEW STANDARD OF FINE SHOE VALUE!

Your dollar goes farther than ever now in Florsheim Shoes. Florsheim prices are substantially reduced... but the quality's right up top where it's been for nearly fifty years! Same extra wear as always; same surpassing standards in leather and labor; same comfort, fit and fine appearance. Nothing has been changed but the price... not a stitch has been sacrificed, not a lift of leather lost. We're betting on new *value* to build up new *volume*... and you're the one who wins! Style illustrated above, The SAXON, S-682, a rugged brogue in tan Norwegian Calf. Retails at \$10.

\$8.75
MOST STYLES

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FLORSHEIM
Shoe

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The loneliest day in your life

DO YOU remember when, at the imposing age of five, your mother took you to school for the first time?

Do you remember when, after you were officially enrolled, she kissed you good-by and left you "on your own"—a stranger in a strange new world? And do you remember how abandoned you felt, how completely alone?

The recollection of your own feelings at that time is a good reminder of the importance of a proper start in a school career. A *handicapped* start almost always spells trouble ahead.

Taunts of "Hello, skinny" or "Hello, fatty" make your youngster feel uncomfortably different and out of place. If an underweight or overweight condition exists, your doctor can discover the cause and take steps to correct it.

Faulty eyesight or defective hearing cause the kind of mistakes that bring forth humiliating ridicule from the other children. Your doctor can help overcome any such handicaps—and many other physical deficiencies as well.

But even if you think your youngster is completely normal physically, it is a sensible idea to take him to the doctor before school starts. At school, he comes in contact with larger numbers of other young-

sters than ever before—and consequently with new health hazards. There is a greater need for resistance against communicable diseases.

Just how this resistance should be built up—what precautions taken and what preventive inoculations given—your doctor should decide. Now, when the school year is starting, you can do no finer, no more helpful thing for your child than to "see your doctor" about him.

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PARKE, DAVIS & COMPANY
Detroit, Michigan

*The World's Largest Makers of
Pharmaceutical and Biological Products*

SEE YOUR DOCTOR

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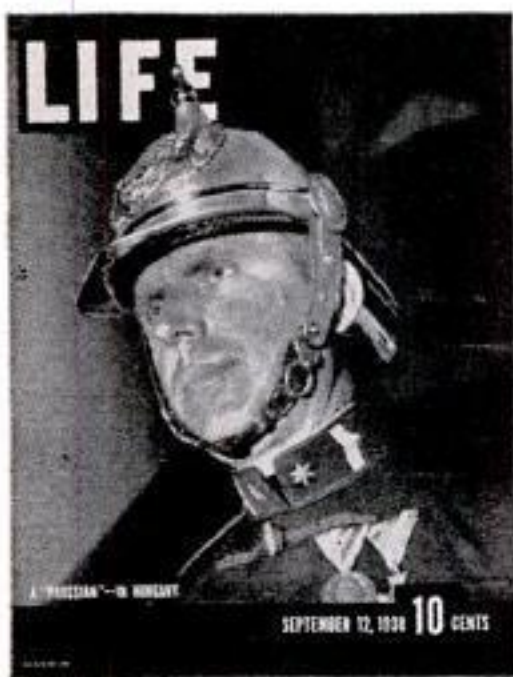
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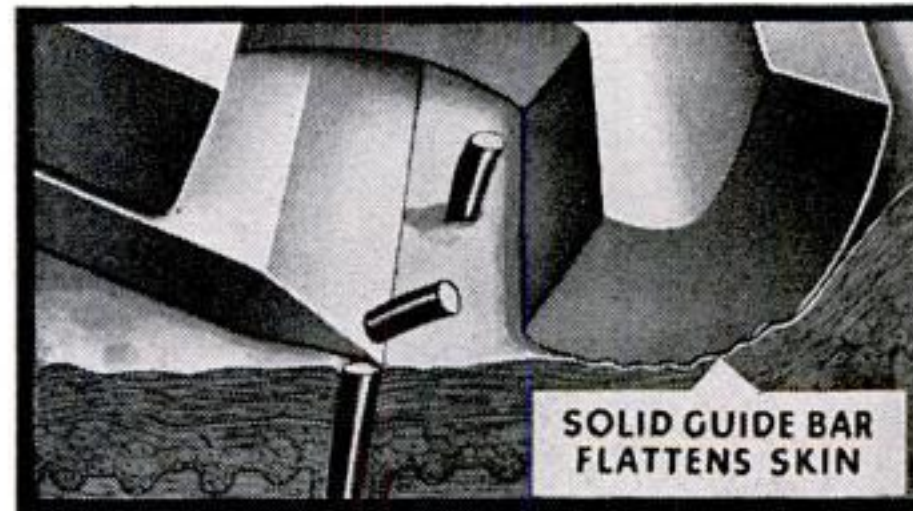
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LIFE'S COVER: The resolute Hungarian on the cover is one of the 31 special policemen assigned to guard the Palace of Parliament. Notice that the Hungarian coat of arms appears on his medal and helmet. The bars at the medal's left represent the four "Hungarian" rivers: Danube, Tisza, Drava and Sava. Its right half is the Double Cross of Hungary. Nearly everybody in Hungary has a medal. Hungarians' warrior history has won them the name of "Prussians of the South." For more Margaret Bourke-White pictures of Hungary and its people, see p. 50.

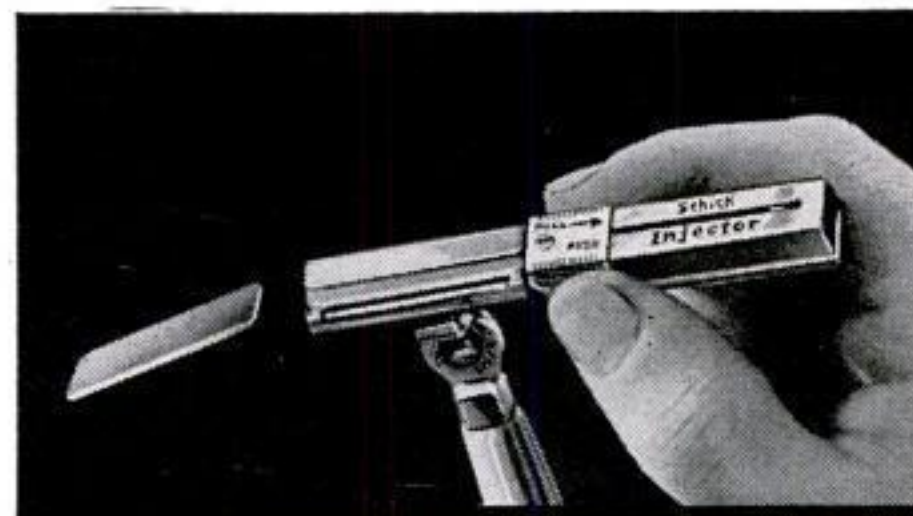
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PUBLISHER: Roy E. Larsen
CIRCULATION OFFICE: 330 East 22nd Street, Chicago, Illinois
U. S. EDITORIAL AND ADVERTISING OFFICES: TIME & LIFE Building, Rockefeller Center, New York. London Editorial Office: Dean House, 4 Dean Street, London, W. I. Paris Editorial Office: 52 Avenue des Champs-Élysées, Paris (8E).
SUBSCRIPTION RATES: One year in the U.S.A., U. S. Territories & Possessions and Canada, \$4.50; countries of the Pan-American Union, \$6.00; elsewhere \$10.00. Single copies in the U.S.A. and Canada, 10¢; U. S. Territories & Possessions, 15¢; elsewhere, 25¢.

How 5 Great Troubles of Shaving are eliminated by the SCHICK INJECTOR RAZOR

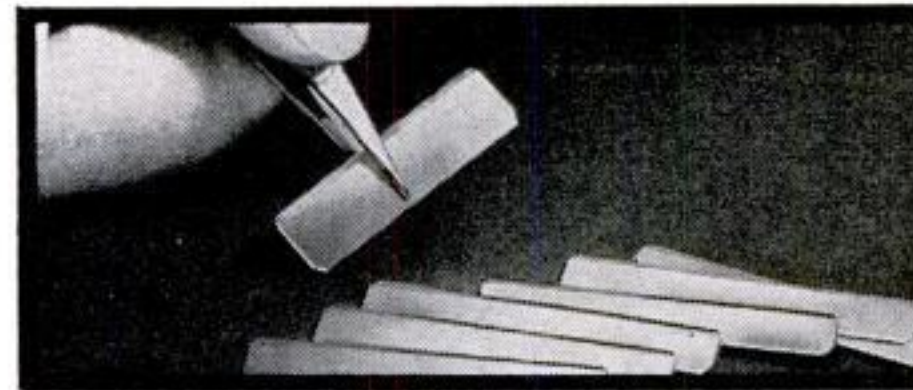


SOLID GUIDE BAR FLATTENS SKIN

1. BLADE GUARD. Schick abandoned its "tooth-type" guard for a flat, solid Guide Bar. Instead of furrowing the skin into ridges, this Guide Bar stretches the skin taut and flat holding the whisker firmly upright so the blade can cut it off cleanly at the skin line, without "scratching," or skin nicks. You can shave "against the grain" without discomfort.



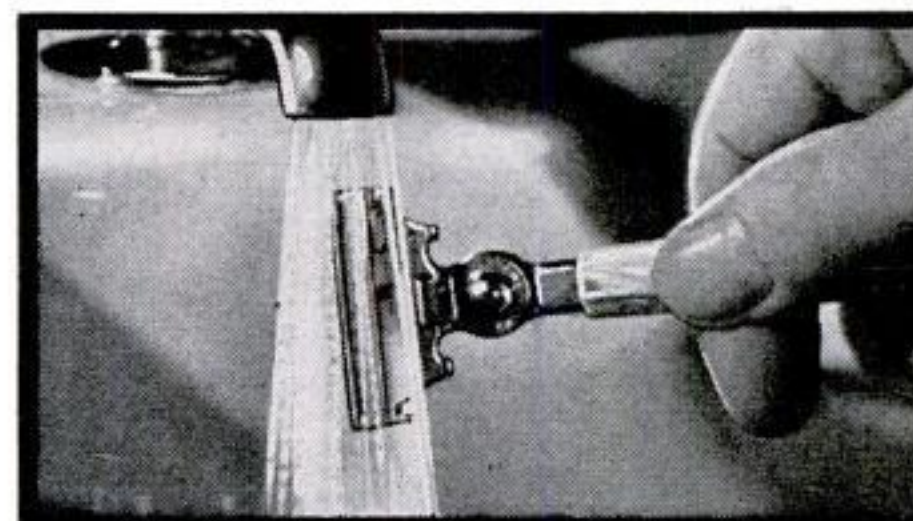
2. BLADE CHANGING. This automatic blade-injector cartridge contains the blades, sealed in a bath of oil, edges suspended in space. To change blades, you slip the Injector into the razor head, pull and push the trigger . . . the old blade pops out, and a fresh blade slides in! Nothing to take apart, reassemble. Blade edges are untouched until they hit your whiskers.



3. BLADES. Schick Blades are twice as thick as most blades, able to take a keener edge, and hold it longer. Each blade is individually honed, stropped, inspected. No paper covering to rub and dull their edges. No danger in handling because you don't touch them.



4. RAZOR HEAD. Here's the trim, compact head, which gets right into those hard-to-shave spots. It is half the bulk of most other razor heads, but shaves just as wide an area.



5. CLEANING. Here's how you save several minutes every day . . . no need to wipe and dry the Injector Razor after every shave . . . a flush under the faucet and it's clean. You don't have to take it apart and reassemble every day.

\$2.00

with 20 blades
\$3 in Canada

Put the Schick Injector Razor to the test tomorrow, and you'll never be satisfied with any other razor. Deluxe model with 20-blade cartridge is packed in a durable black waterproof case, sells for \$2 (\$3 in Canada) at all good drug stores. Magazine Repeating Razor Co., Bridgeport, Conn., or Niagara Falls, Ontario, Canada.



Be smart! WIN

A WINTER WARDROBE

FREE

Kiss your wardrobe worries good-bye! Here's your chance to walk in, select a complete winter wardrobe, and have Kayser pay the bills! And that's not all! There are 122 other prizes in this big limerick contest.

Never has Kayser offered such wonderful values for \$1.00!...grand Mir-O-Kleer* hosiery in three lengths, that really beautify. Gorgeous autumn gloves to please every taste. Chic undies that wear and wear.

And here's the big *plus* in Kayser's autumn values. When you make a dollar purchase of Kayser gloves, hosiery, or underwear in your favorite store, you may enter this grand Kayser contest. 123 prizes—123 chances to win. It's easy. It's fun.

JUST COMPLETE THIS LIMERICK:

*Mary Jane was the last word in chic,
But her cash disappeared like a streak
Till a friendly advisor
Said, "If you buy Kayser,*

-----!"



HERE'S WHAT YOU DO—Go to your local store that sells Kayser gloves, hosiery, or underwear and get an entry blank which contains complete details of contest. Simply write a last line for the limerick shown in this advertisement and send it in with your sales slip of a \$1.00 purchase or more of Kayser merchandise to Julius Kayser & Co., Dept. L1, 500 Fifth Ave., New York City. Notify us at once if your stores do not carry Kayser. Contest ends October 15th, 1938—winners will be notified on or about November 1st, 1938 so they can select their wardrobes in time for winter.

123 CHANCES TO WIN!

FIRST PRIZE

Complete \$300 Winter Wardrobe

1 Coat	\$100	4 prs. Kayser Gloves \$	4
1 Suit	50	3 Sets Kayser Undies	9
2 Hats	20	18 prs. Kayser Hose	18
2 Dresses	50	3 Kayser Slips	6
2 prs. Shoes	20	2 Kayser Gowns	4
1 Blouse	6	2 Kayser Girdles	4
1 Handbag	5	2 Kayser Pajamas	4

SECOND PRIZE

This Smart \$150 Wardrobe

2 Dresses	\$50	1 Kayser Gown	\$ 2
1 Suit	40	2 prs. Kayser Gloves	2
1 Hat	10	12 prs. Kayser Hose	12
1 pr. Shoes	10	2 Kayser Slips	4
1 Blouse	5	1 Kayser Girdle	2
1 Handbag	5	1 Kayser Pajama	2
		2 Sets Kayser Undies	\$6

THIRD PRIZE

This Lovely \$75 Accessory Outfit

Negligee	\$12	12 prs. Kayser Hose	\$12
Handbag	7	4 prs. Kayser Gloves	4
3 Kayser Slips	6	2 Kayser Pajamas	4
6 Handkerchiefs	6	Costume Jewelry	5
1 pr. Mules	5	2 Sets Kayser Undies	6
2 Kayser Gowns	4	2 Kayser Girdles	4

120 OTHER VALUABLE PRIZES!

In addition to the grand prizes listed above, you have 120 other chances to win smart new Kayser accessories. Prizes range in value from \$20.00 to \$3.00.

NOTE TO KAYSER DEALERS:

These prizes will be purchased from your regular stock at full retail prices. Your profit means you win too!

BE WISER...BUY
KAYSER

AT SMART STORES THE WORLD OVER

*Trade Mark Reg. U. S. Pat. No. 1,969,307



GERMAN KAISER WELCOMES AUSTRIA'S CROWN PRINCE TO PRE-WAR MANEUVERS



GERMAN FÜHRER WELCOMES HUNGARY'S REGENT TO CURRENT WAR SHOW

IN MIDST OF WAR GAMES HITLER PLAYS POLITICS WITH HUNGARY

In 1914 Germany's All-Highest, Emperor Wilhelm II, told President Wilson's friend, Colonel House, "I want peace. Germany was poor. She is now growing rich and a few more years of peace will make her so." But House reported to Wilson, "The situation here is extraordinary. It is militarism gone stark mad."

The last week of August 1938, German militarism was again giving the world the cold shivers. The Czechoslovak trouble came to a critical boil just as Adolf Hitler, in person, got under way the biggest German war games since 1913. German papers made a point of printing parallel pictures of the Kaiser and the Führer at maneuvers. Dug out of the back files was the photograph (above, left) showing Wilhelm II in spiked helmet bragging about his Army to Archduke Franz Ferdinand, Austria-Hungary's heir to the throne, whose assassination at Sarajevo a few years later started the World War.

Like the Kaiser, Hitler has held since February the rank of Supreme Chief of

the Armed Forces. Since his march into Austria in March, he has replaced his chauffeur's cap with a regulation army officer's cap. Lately the Nazi press has discovered that Hitler, the Wartime corporal, is now a "military genius." The vast rehearsal mobilization he called last month was, however, not a threat of war. Disarmed until 1935, Germany finds itself behind France in trained reserves, in regimental officers and in general experience. The Germans would not think of going to war until they were triply sure of their army. The maneuvers Hitler chose to watch were at Gross-Born near the Polish border, the exact spot where the Kaiser usually chose to watch his troops at work.

In the midst of all this war play there arrived by careful pre-arrangement in Germany proof that Hitler has, if not military genius, considerable political talent. It was the Regent of Hungary, Admiral Nicholas Horthy, for whose trust Germany has been wangling for years. A brilliant stroke of tact was to show Horthy, a sailor without a real navy, the whole new German Navy and to let his wife christen a new German cruiser after Horthy's Wartime flagship, *Prinz Eugen*. Never before has the wife of a head of state christened a warship of another nation.

The Germans also showed Horthy the refortified island of Helgoland, the Nazi cities of Berlin and Nürnberg and a mechanized army corps. Hitler told Horthy that Germany and Hungary have "a permanent historic frontier," i.e., Hungary need not be afraid of Germany. For Germany, now helping Hungary to rearm, will some day want to strike through Hungary toward Rumania's oil fields. It wants with Hungary not the *Anschluss* Austria got, but *Schicksalsgemeinschaft* ("Community of Fate"). To see Hungary's past and present, turn to page 50.



Waiting for the Man From Hungary in Kiel railway station Aug. 22 are, from right: Hitler, Foreign Minister Ribbentrop (*back to camera*), Army Chief Gen-

eral von Brauchitsch, Navy Chief Admiral Raeder, Chief of Staff General Keitel. Notice red, white and green Hungarian flags (*top*) mixed with Nazi flags.



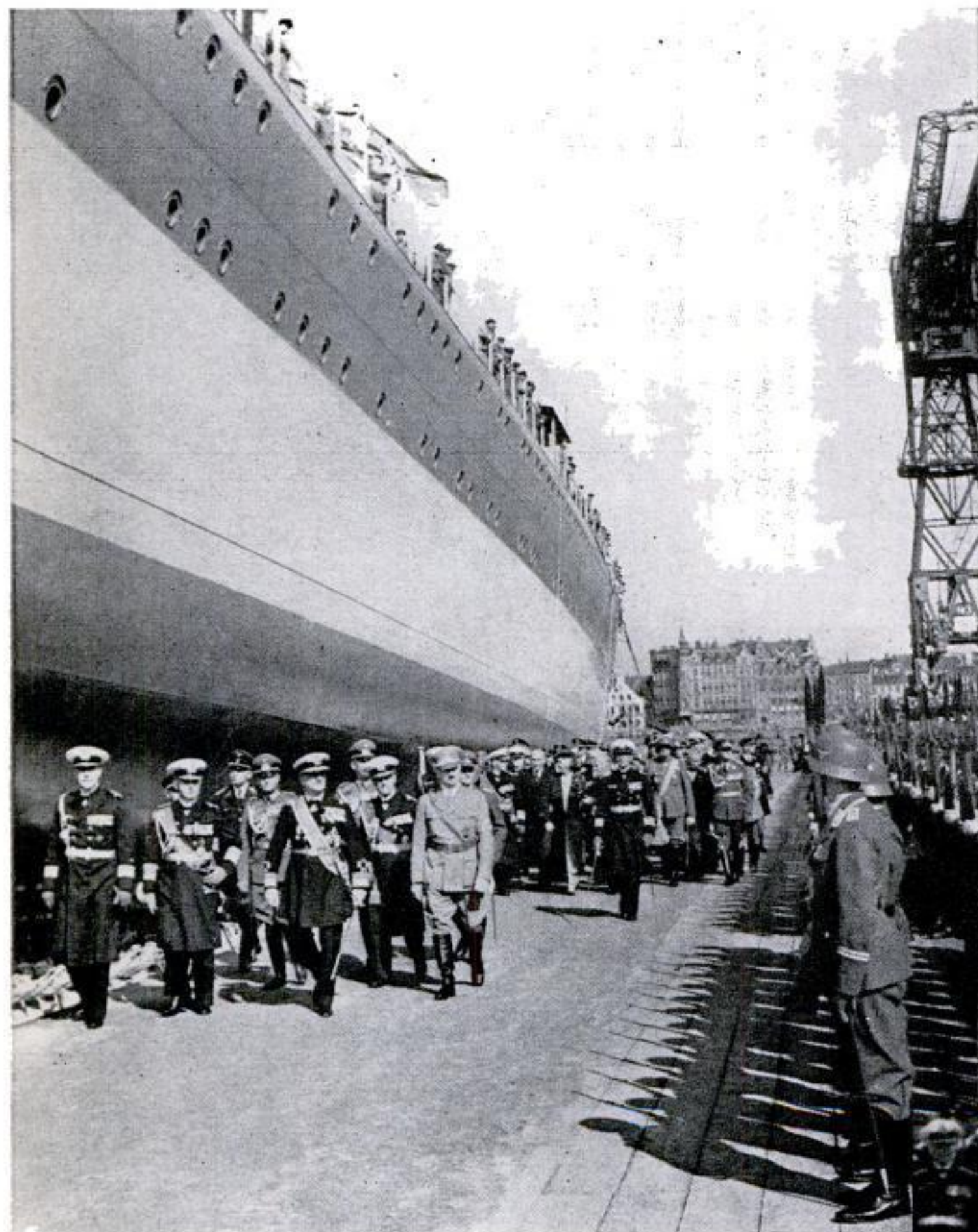
The Führer's standard, wired to stand stiff, is held behind him as he watches the full-dress army maneuvers of the Second Army Corps at Gross-Born. This

scene of the great army maneuvers of the Kaiser's time, is near Polish border. With Hitler are Generals Keitel and von Brauchitsch, oak leaves on collar.





A huge concrete pillbox near the Polish border is inspected by Hitler (*extreme right*). Corporal holds Führer's standard. These underground forts are 15 ft. long, rise only a yard above ground.



Horthy (*center, with most medals*) arrives at Krupp shipyards with Hitler to watch Mme Horthy christen new German cruiser, *Prinz Eugen*, looming up at left.

Beneath Memorial to German sailors killed in action, Horthy (*striped sash*) and German admirals review marines at Kiel. These doings, Sailor Horthy liked best.



LIFE ON THE NEWSFRONTS OF THE WORLD

South Carolina looks to the past, California to Utopia, Europe to war or ruin

It was a bad week for the New Deal. Thunder on the political Right sounded in South Carolina as, in its first test, the President's Purge flopped. South Carolinians were offered what President Roosevelt himself defined as a clear choice between the conservative past and the progressive future. Significantly for the political future of the nation, they plumped for the past, renominating Senator "Cotton Ed" Smith over his 100% New Deal opponent (see p. 20). Successful, the Purge would make every conservative Democratic Congressman think twice before opposing the Roosevelt legislative program in the next two years. By sapping conservative Democratic strength in the South, it would virtually guarantee the President's ability to pick a 100% New Deal successor in the 1940 convention. Conversely, if the Purge fails in Maryland and Georgia as it failed in South Carolina, conservative Democrats will undoubtedly kick up their heels in Congress until 1940 and then charge into the convention for a

Taking His Girl Friend for a Ride



© 1938 New York Tribune Inc.

finish fight. By taking this momentous gamble, President Roosevelt has shown that he probably does not expect to seek a third-term nomination for himself. He needs no Purge to get that. Conservative or liberal, Party politicians love a winner, and Franklin Roosevelt shows no sign of losing his grip as the greatest vote getter in the land. It is only to insure the continuance of his program under another leader that he needs to purge his Party of dissenting elements and perhaps—as he suggested Sept. 2 when he declared that he prefers a liberal Republican to a conservative Democrat—create an entirely new Liberal-Conservative party line-up in America. But the South Carolina election indicated that not everybody who likes the President likes his New Deal as well, that he cannot invariably transfer his great personal strength to his disciples. And, to those who fear a regimented America, it furnished reassurance that when voters march to the polls in their various 48 States, local problems and passions and personalities may still tip the balance.

California Schemers. Trouble in the imaginative Left wing of his Party also rose to plague the President last week. On Aug. 30, California Democrats reject-



McADOO

ed Mr. Roosevelt's suggestion that they renominate his old friend Senator William G. McAdoo. Instead they voted for a man named Downey who proposed to give everybody over 50 a pension of \$30-every-Thursday for life (see p. 18). In approving this newest share-the-wealth idea, they also disregarded a stern Presidential warning against "short cuts to Utopia or fantastic financial schemes." If Mr. Roosevelt was annoyed by California wrongheadedness, he had reason to be acutely embarrassed by a cogent inquiry of the *New York Times*. By what criterion, asked the *Times*, did he condemn the California plan? Surely it could not be because this largess would unbalance the budget. Has not the New Deal set the precedent of vast, budget-toppling Government handouts? The sponsors of the California plan contend that it will bring greater prosperity for all, that the enormous cost of their pensions will be amply covered by the tremendous step-up of industrial production stimulated by "increased purchasing power?" Once started on such a program, where and why draw the line? Why stop even at \$30 every Thursday? Why not \$40 every Friday? Or \$60 every Saturday? . . . The California schemers may be naïve but they are striking directly at the greatest, stubbornest fact in American life. That fact: the American industrial machine is capable of producing a far greater volume of goods—real wealth—than it does or ever has. After five years of the New Deal, the problem of setting it going at top speed remains unsolved. As long as it remains unsolved, "crackpot" solutions will rise and flourish. Who can say that one of them—perhaps \$30 every Thursday—might not solve it, by shocking the nation into concentrating all its best brains and energies on the task? In any event, the problem must and will be solved someday, somehow. In that direction runs the highroad to political power and glory.

G. O. P. Goal. As if President Roosevelt had not troubles enough in his own Party, Republicans also chose to sit up and make a noise. On the 1,800-acre farm of Homer E. Capehart, vice president of the Rudolph Wurlitzer Co., near Washington, Ind., 25,000 of them gathered Aug. 26 in a "Cornfield Conference" officially inaugurating the Republican Congressional campaign. G. O. P. goal: to pick up "at least 70" seats in House and Senate. Under big blue-&-white-striped circus tents the

conventioners consumed 4,500 chickens, 40,000 steamed clams, three tons of corn on the cob. Of much-needed Party assets, the meeting produced one new face (Host Capehart's), no new ideas.

Race to Ruin. Beneath the scarehead stories of Europe's war itch last week, rarely if ever mentioned was what all the shouting was about—the post-War partition of Central and Eastern Europe by the treaties which the U. S. Senate emphatically refused to ratify. Those treaties are based on the un-American principle that nobody can get along with anybody except his own kind. Yet Woodrow Wilson's own Fourteen Points were repudiated by nearly everything the post-War treaties did. Keystone of the arch of Central Europe is Hungary, which LIFE shows in pictures on pages 50 to 61. . . . Beside Hungary's claims, Adolf Hitler's much-advertised claims in Czechoslovakia are laughable. Yet it was Hitler who last week brought members of the British Cabinet running from their vacations for a special meeting. And facing Germany's trial mobilization of 1,300,000 men, French Commander in Chief Gamelin last week began bringing his army to 825,000 men—a total of 2,125,000 men in arms on both sides of the Rhine. If war comes now, French Premier Daladier privately told a parliamentary commission, France and England will win. But he added, "Europe is racing less toward war than toward ruin. The question is who cracks first."



GAMELIN

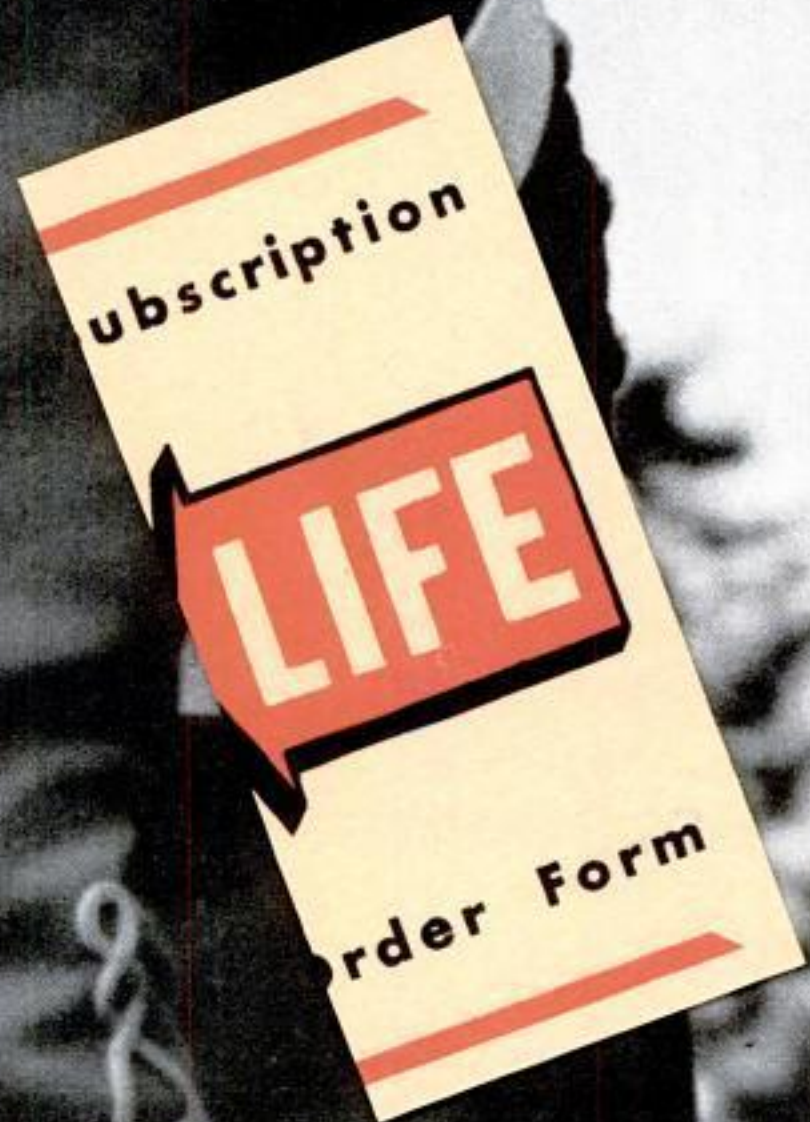
Jews in Italy. The special hallmark of German Fascism—persecution of Jews—was finally imprinted last week on Italian Fascism, at the insistence of Mussolini's son-in-law, Foreign Minister Ciano. Rapid-fire decrees ordered out of Italy all Jews who had arrived since 1919, ordered out of the schools all Jews whatsoever.

PICTURE OF THE WEEK

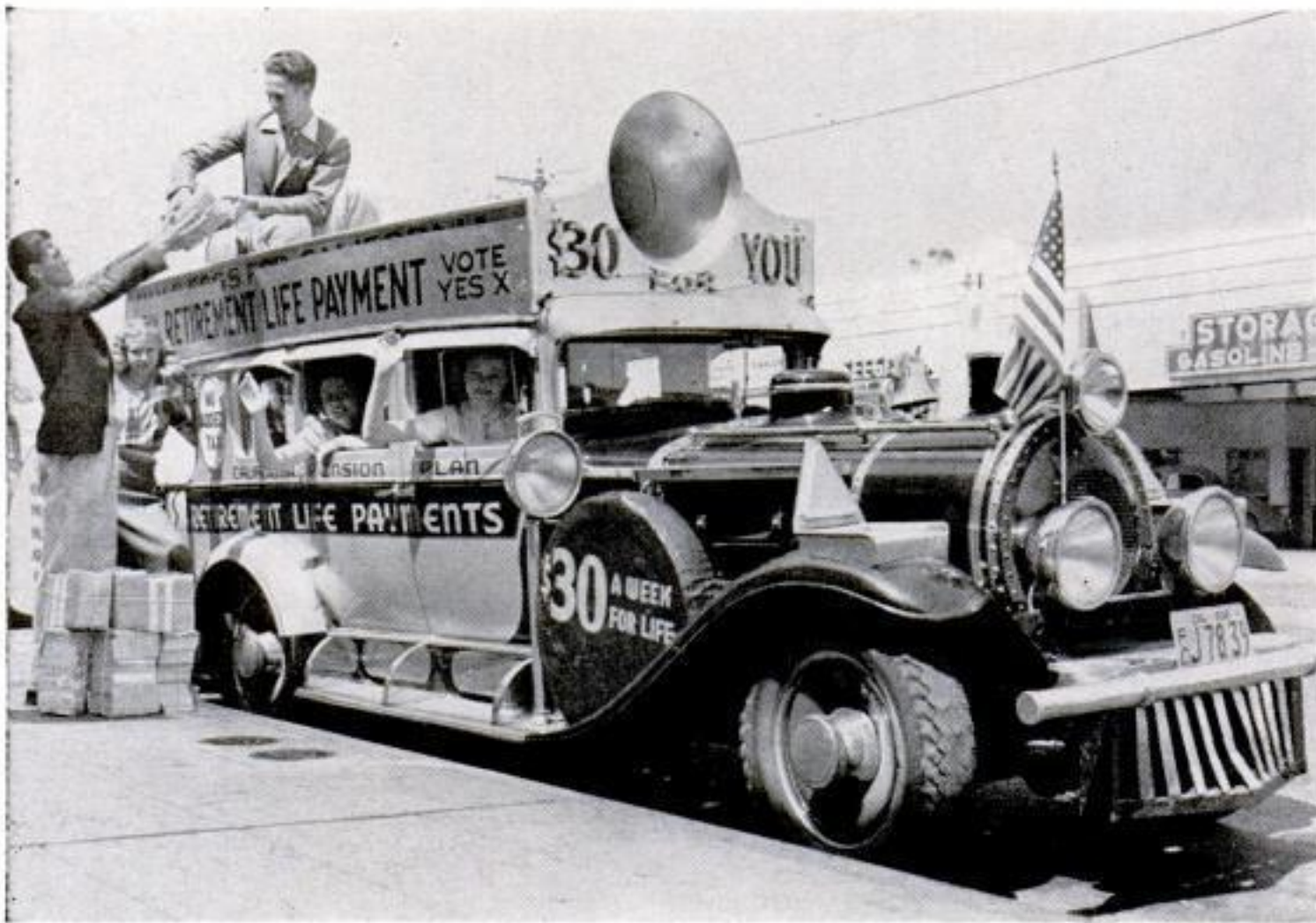
Where the modern mechanization of armies hits hardest is in the British Army, whose cavalymen have preened themselves for centuries on their heroic traditions. The trooper kissing his horse goodbye on the opposite page belongs to the 250-year-old Fifth Royal Inniskilling Dragoon Guards. This regiment has just been finally mechanized by War Minister Leslie Hore-Belisha. One of its elite squadrons had already been turned into a Tank Squadron. The rest lost their mounts last fortnight after a farewell display of horsemanship at the Colchester Show Ground. The Inniskilling Dragoons were part of the Heavy Brigade that joined the charge of the Light Brigade at Balaklava. Its motto is *Vestigia nulla retrorsum* ("We never retire"). Plumes are red and white.



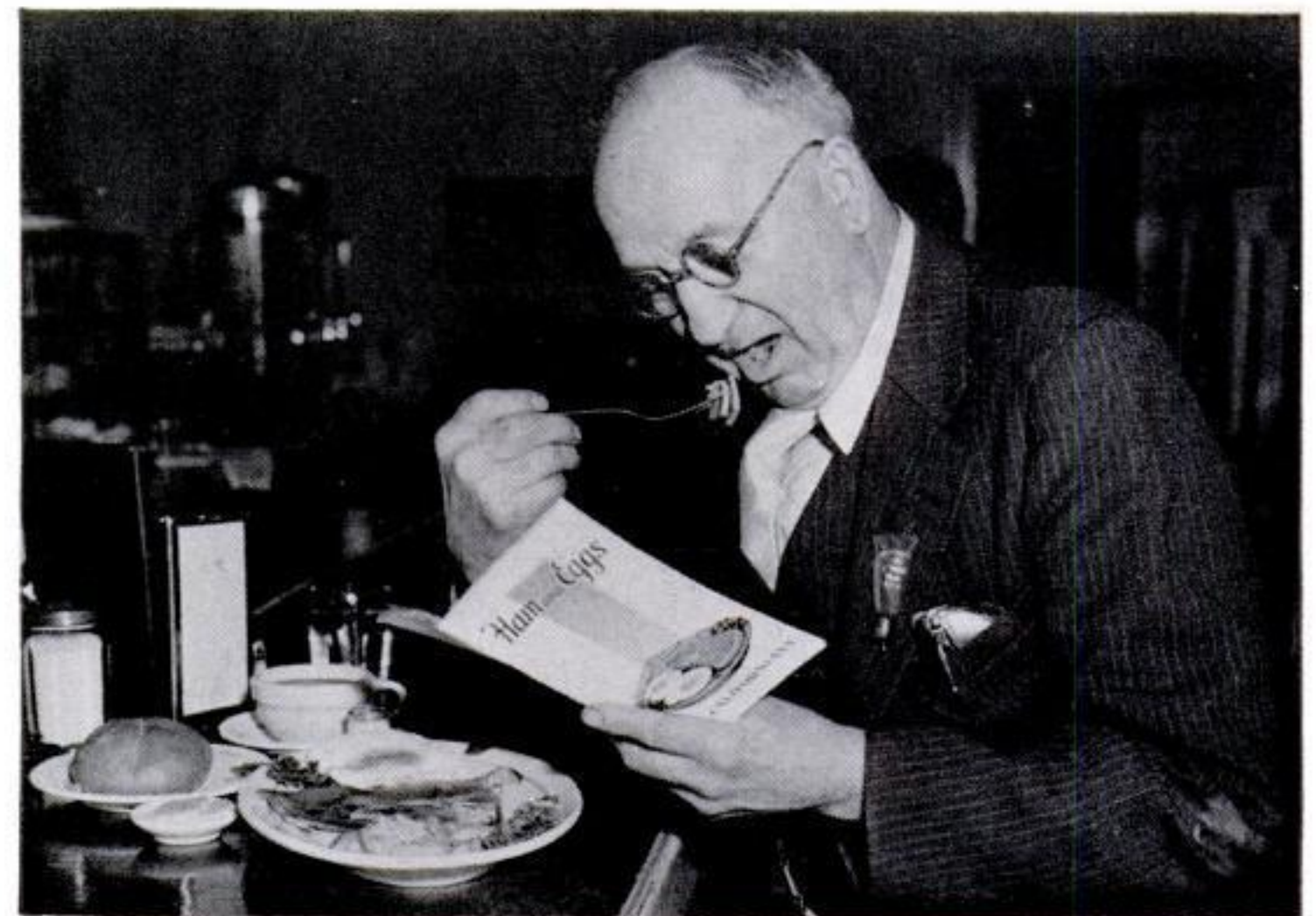
CAPEHART



Mechanized British dragoon kisses his horse goodby



Loudspeaker trucks carry the \$30-every-Thursdays gospel. California Pension Plan organization now has 4,500 workers in the field, 100 speakers addressing 25 meetings every night.



"Ham and Eggs" is the appealing title of the Pension Plan's propaganda pamphlet telling how \$30-every-Thursdays will bring days of prosperity and plenty to all Californians.

\$30-EVERY-THURSDAY CALIFORNIA HEADS FOR ECONOMIC REVOLUTION AS DEMOCRATS PLUMP FOR NEW PENSION PLAN



DOWNEY (LEFT) AND TOWNSEND

Unless the U. S. Supreme Court intervenes, it now appears probable that beginning Jan. 1, 1939, the State of California will undergo a titanic economic revolution which can have but one of two outcomes: chaos or Utopia.

One year ago in Los Angeles a smalltime radio lecturer named Robert Noble was regularly broadcasting attacks on Mayor Frank L. Shaw interspersed with demands for a pension of \$25 every Monday for every California oldster. Rumor has it that friends of Mayor Shaw set out to steal the gadfly's thunder. In any event, Lecturer Noble was pushed out of the picture and his scheme reappeared, in a broadcast on Oct. 4, 1937, as \$30-every-Thursdays, backed by an energetic organization called "California Pension Plan."

Soon "members" were flocking to it by thousands.

In California, constitutional amendments may be put on the ballot by petition. Last July a petition for a \$30-every-Thursdays amendment popped up, not with the mere 186,000 signatures required, but with nearly 800,000—an alltime record. On Aug. 31, an appeal to have the proposed amendment kept off the ballot was turned down by the State Supreme Court, thus assuring a vote on it Nov. 8. On

Aug. 30, California Democrats showed what they think of \$30-every-Thursdays by ending the political career of Senator William G. McAdoo, President Roosevelt's favorite, who says the scheme will "ruin California," and nominating for the Senate in his stead an ardent supporter of the pension plan, Sheridan Downey, onetime attorney & disciple of Pensioneer Francis E. (\$200-per-month) Townsend (left). Another supporter got the Democratic nomination for Governor.

If California voters approve the amendment, beginning next Jan. 1 every unemployed Californian over 50 will receive 30 "dollars" in State warrants every Thursday. Presumably he or she will then rush out to spend them, for anyone who has one of the warrants in his possession on a Thursday evening must buy a special 2¢ stamp, paste it on. (Otherwise the warrant is no good on Friday.) At year's end each warrant will have \$1.04 worth of stamps on it, thus paying for itself and leaving 4¢ for administrative expenses.

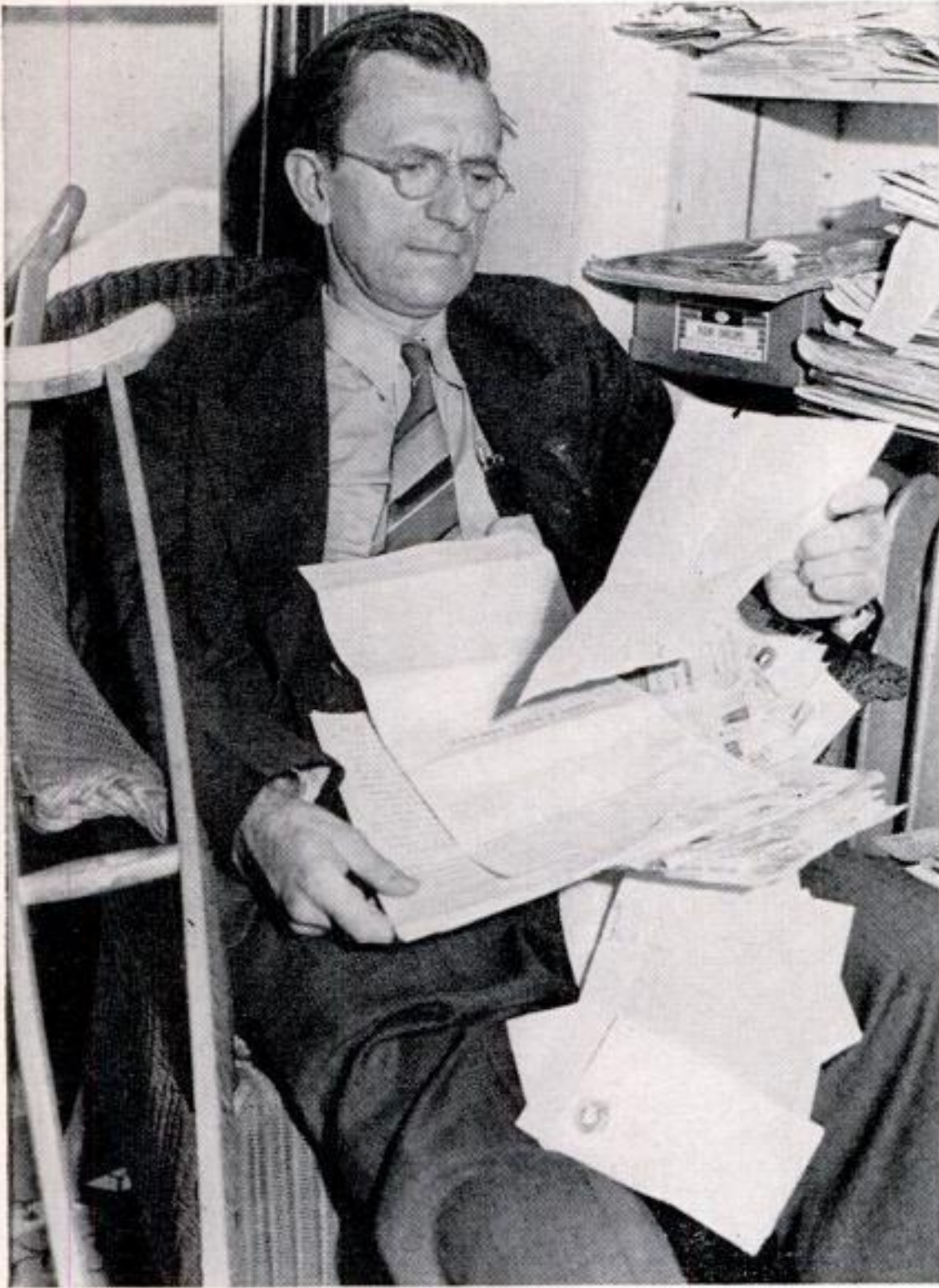
Though the President has condemned the plan as "Utopian," it resembles his own New Deal spending philosophy in theory. The theory is that by handing out vast sums of money, "purchasing power" will be greatly increased, which will speed up factories to top production, which will mean more goods and prosperity. Under it, some 1,000,000 California oldsters would receive \$1,560,000,000 a year. Its sponsors say it means "no added taxes." But the U. S. Social Security Board figures that it would cost 2,500,000 working Californians, who must buy the 2¢ stamps, \$625 each per year. Old Dr. Townsend, his own \$200-per-month plan now overshadowed, raps \$30-every-Thursdays as "impractical."



Sheridan Downey & family kept their fingers crossed as they cast four of the votes which made Papa California's

Democratic Senatorial nominee. Daughter Margaret is 26, Son Sheridan Jr. 25. In 1934 Downey ran for Lieutenant

Governor on Socialist Upton Sinclair's E.P.I.C. ticket. New Dealer, he was "For Roosevelt Before Chicago" in 1932.



Leader of \$30-every-Thursday is Sherman J. Bainbridge, onetime real-estate man. He speaks daily on the organization's radio station.



\$2,000 per day rolls into Pension Plan headquarters in members' 1¢-per-day dues. Leaders account publicly for it, take \$30-per-week salaries.



California oldsters like these flocked anxiously around State Supreme Court while \$30-every-Thursday foes fought vainly to keep it off ballot.

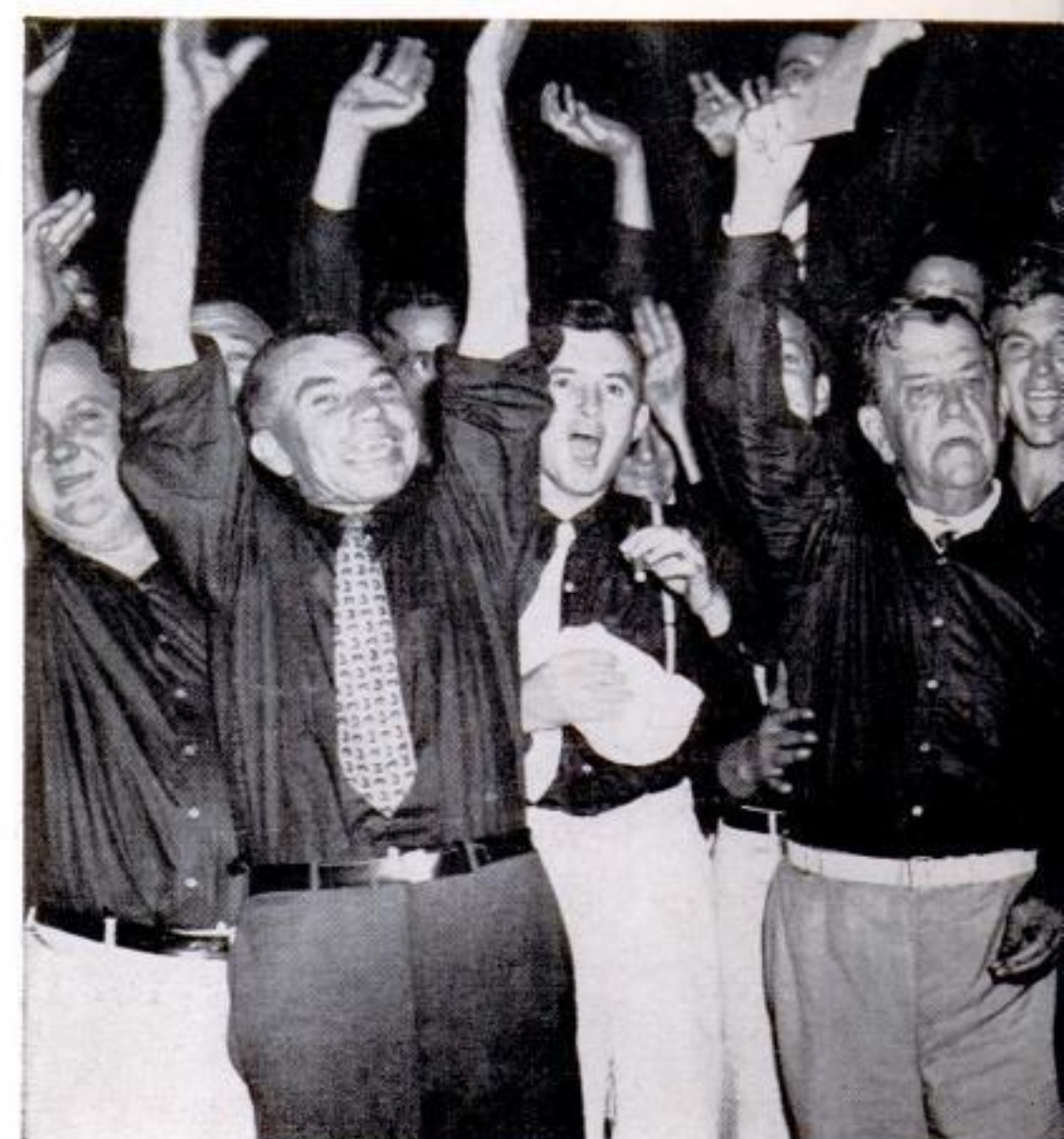


7,500,000 pieces of \$30-every-Thursday literature have been distributed. At Pension Plan headquarters,

which started in one room and expanded into an adjoining building, these girls stack up 30,000 pamphlets.

"WHITE SUPREMACY" HELPS BEAT THE PURGE IN S. C. AS "COTTON ED" WINS AND RED SHIRTS MARCH AGAIN

President Roosevelt's Purge was admittedly the prime issue in the campaign for South Carolina's Democratic Senatorial nomination, and the President suffered an unarguable defeat when the prospective purgee, Senator Ellison DuRant ("Cotton Ed") Smith galloped to victory on Aug. 30 by 35,000 votes (*see p. 16*). But the President and his protégé, Governor Olin Johnston, were beaten by more than South Carolinians' distrust of New Deal social-economic schemes, more than their dislike of federal intrusion in their affairs. "Cotton Ed" called up old ghosts to help him win. Up and down the State he went, roaring the issue of "white supremacy," reviving the passions of Reconstruction days when South Carolina was disgracefully ruled by carpetbaggers and Negroes, boasting of how he had stormed out of the 1936 Democratic National Convention when a Negro preacher rose to pray. Let South Carolina take care, he warned, lest New Dealers, having captured the votes of Northern Negroes, also capture South Carolina by sending Southern Negroes once more to the polls. South Carolina took care.

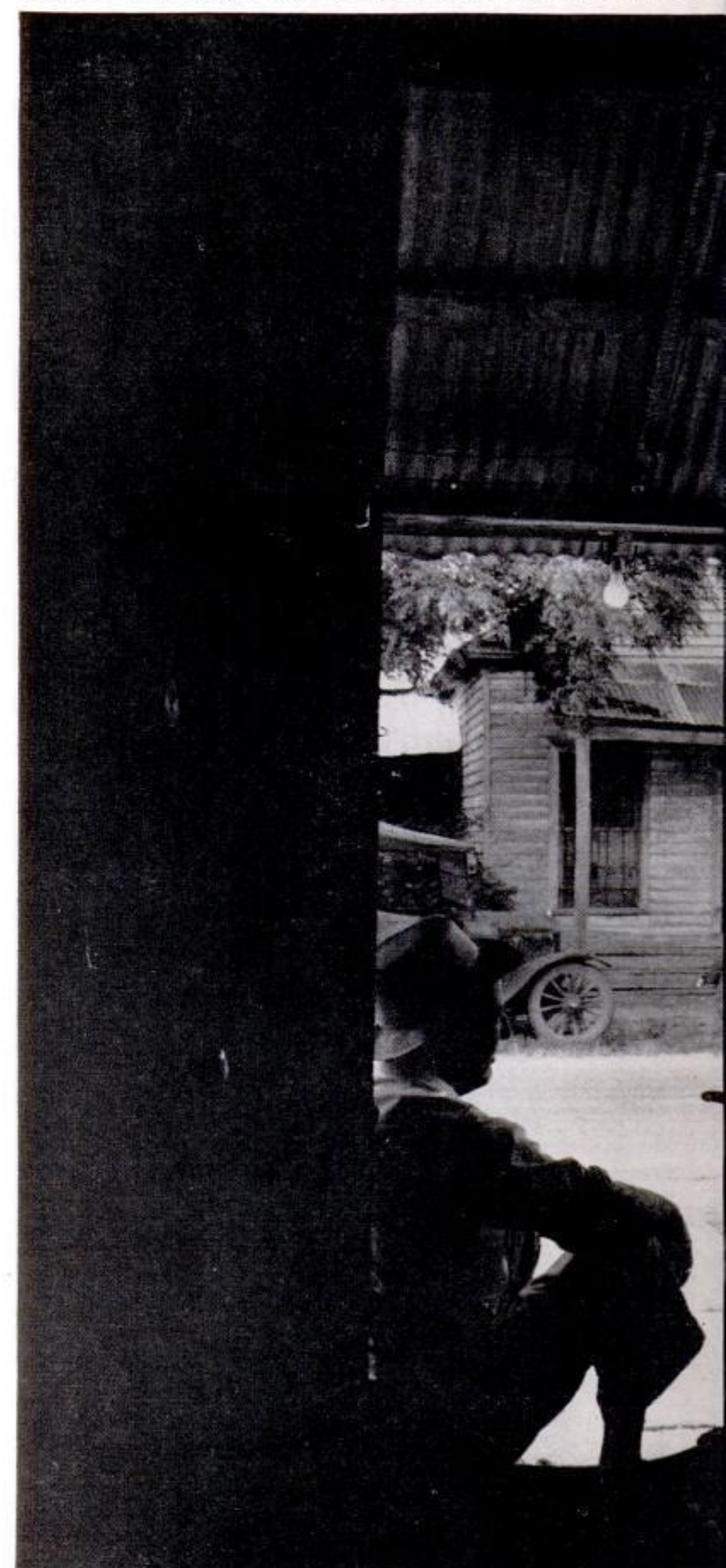


The Red Shirts of 1876 were rough and riotous supporters of General Wade Hampton, whose election as Democratic Governor that year ended carpetbag rule in South Carolina. Day after Sen-



Senator & Granddaughter, Annie Farley Lawton, mug for newscameras on the day after Senator's victory. Son of a Methodist parson, Senator Smith started life as a lawyer,

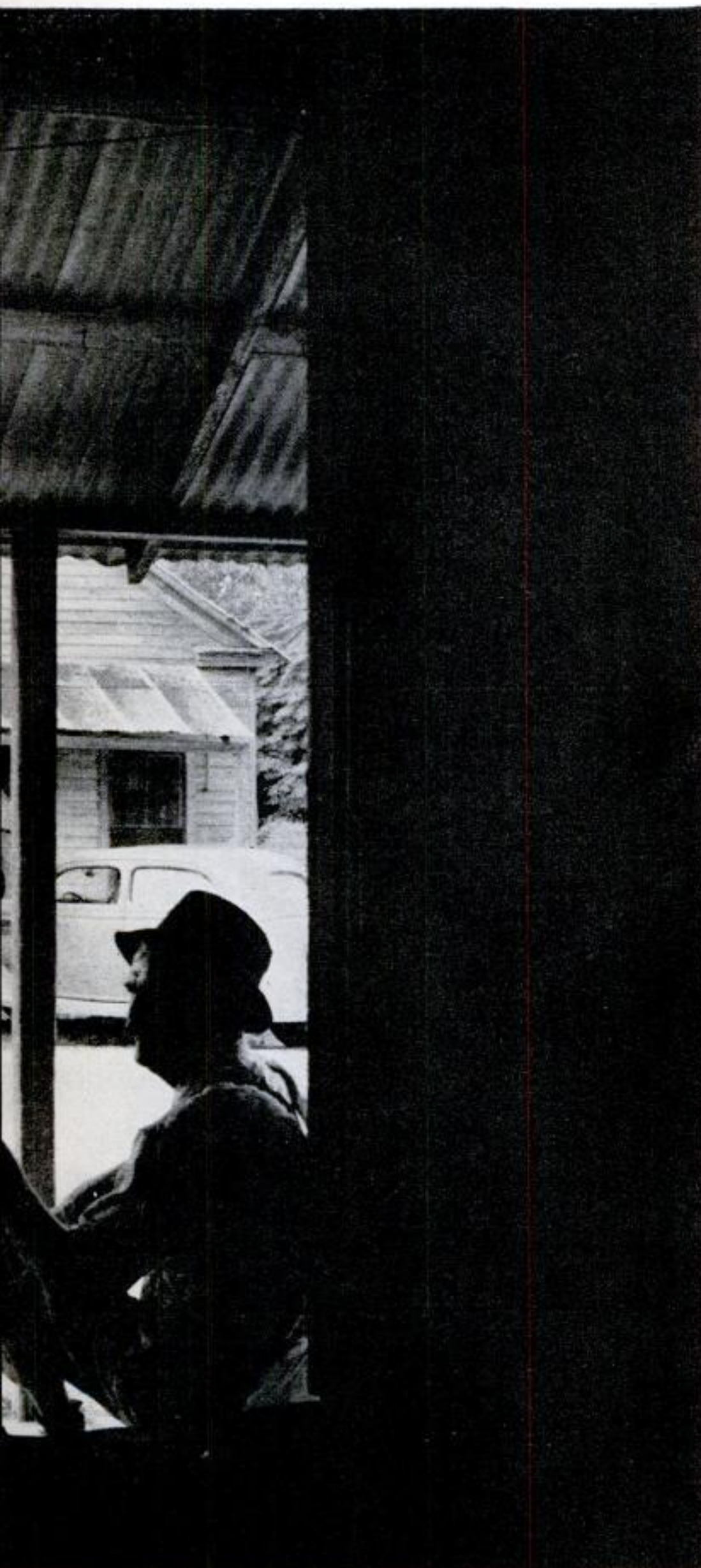
turned to cotton planting, made a reputation as general organizer of the Southern Cotton Association. In the Senate he is chairman of the potent Committee on Agriculture.



Two South Carolinians talk politics across the street from the polling place in South Lynchburg where "Cotton Ed" Smith cast one of the votes which assured him a sixth Senate term. In all



ator Smith's victory, a red-shirted crew of new Red Shirts made him a life member (above). Standing under Hampton's statue by starlight, he cried "Lord God of Hosts, be with us yet, lest we forget."

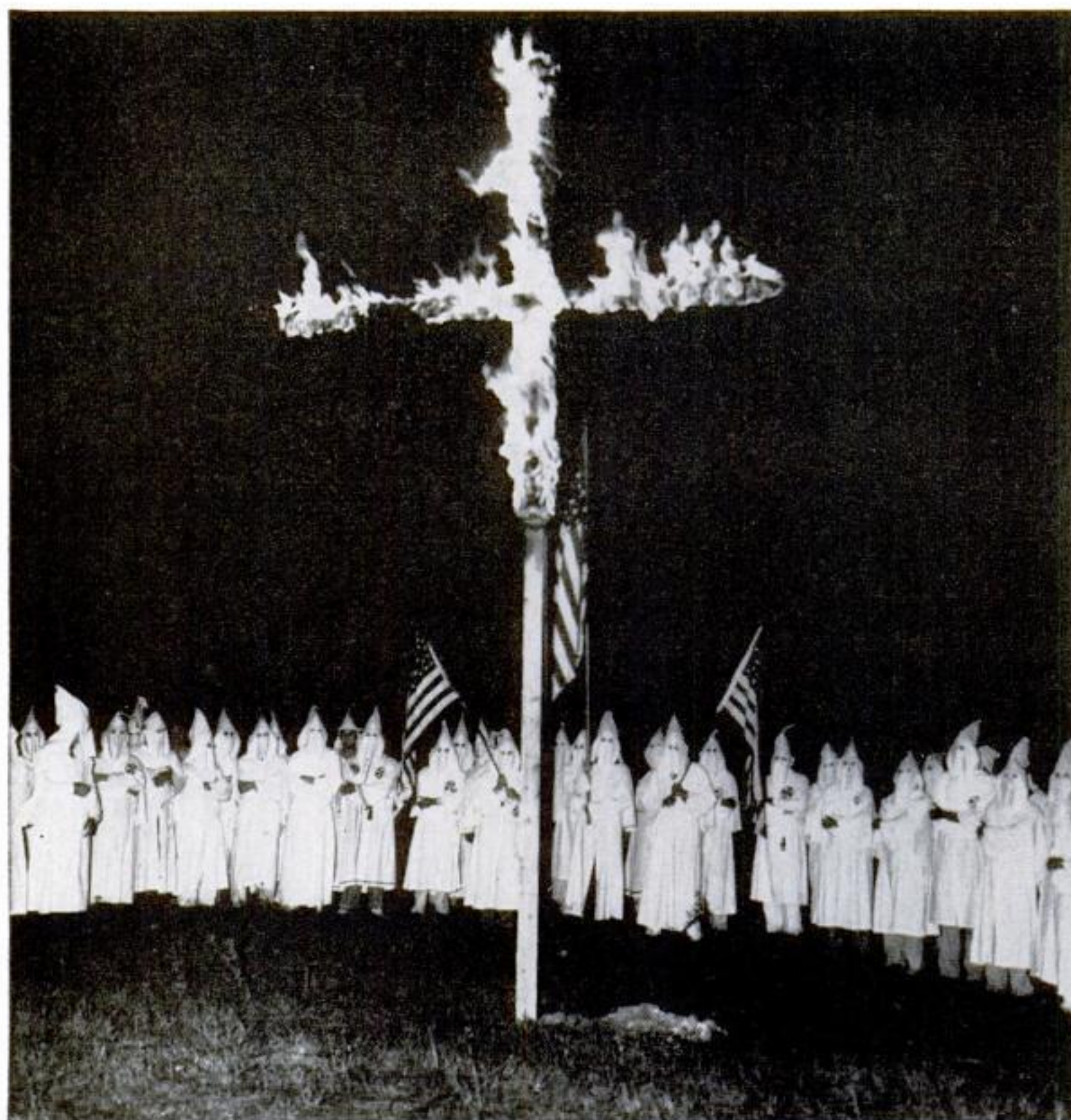


that time he has had but one platform: "White supremacy, States' Rights and tariff for revenue only." Long before the New Deal he was rated a plodder who had not kept pace with a changing South.



In Georgia the hopes of Purgee-Senator Walter F. George, shown above making a campaign speech at Thomson, home of the late Tom Watson, were raised by South Carolina's

refusal to swallow the Purge. Georgia goes to the polls on Sept. 14, two days after Maryland, where Roosevelt hopes to retire rich, conservative Senator Tydings to private life.



FLORIDA KLANSMEN WATCH FLAMES CONSUME A GASOLINE-SOAKED CROSS

KLAN MARCHES AGAIN IN FLORIDA

Two great American pastimes are: dressing up in outlandish costumes, and riding bucking steers. The rodeo riders on the opposite page are comparatively harmless and amusing. The costume-wearers on this page are a small and mischievous remnant of the once mighty Ku Klux Klan.

The Klan rides but seldom now and, in place of the Southern gentlemen who once filled its ranks, claims only the most embittered and bigoted of rural whites. It turned up this time in Lakeland, Fla., following two alleged stabbings in Negro dance halls. To warn the local Negroes against further "jook joint" violence, Klansmen paraded through the Negro quarter on Aug. 30, herded the frightened colored people before them and burned a fiery cross. Most of the Negroes gazed upon the white-robed Klansmen in noncommittal silence, a few in real terror.

STEERS KICK UP IN NEBRASKA RODEO

Of the 100-odd rodeos which draw itinerant cowboys from State to State during the summer months, one of the liveliest competitive meets is that held each August in the sandhill town of Burwell, Neb. (pop. 1,150). Prizes are small but Burwell's rodeo annually attracts the best cowboys in the U. S.

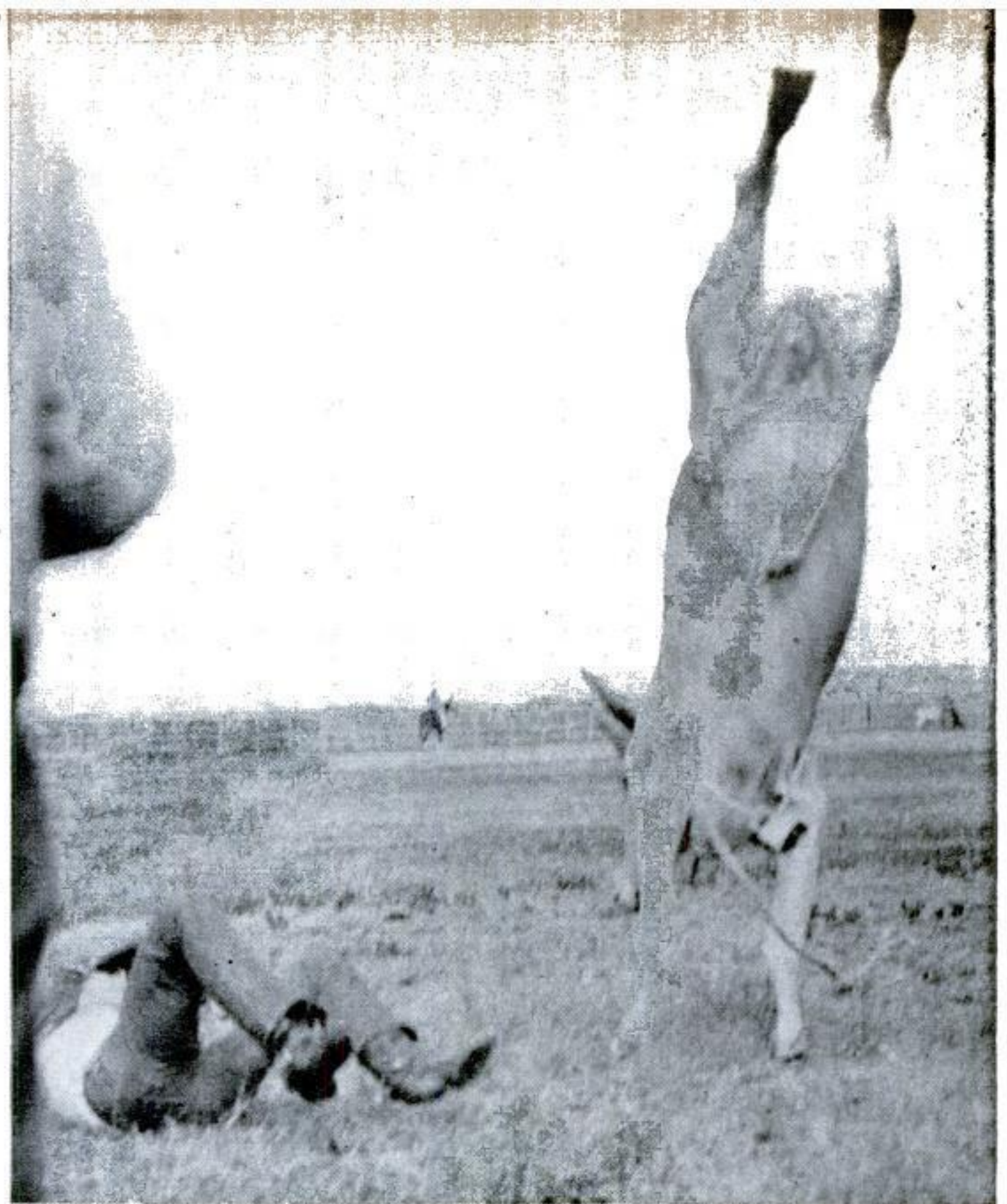
In any rodeo one of the best photographic events is the steer-riding contest. More awe-inspiring than broncos, the irascible mighty-muscled Brahma steers used in riding competitions are hybrid creatures produced by crossing South American buffaloes with Texas longhorns. A cowboy who attempts to ride one has no saddle but a razor-sharp spine covered thinly with loose skin, no bridle but a surcingle around the steer's middle from which dangles a tormenting cowbell, no end to his ride but a fall or jump. For Brahmas and riders in action see opposite page.

THIS NEGRO GROUP, LINED UP OUTSIDE A LAKELAND BEER PARLOR, IS BEING WARNED BY KLANSMEN AGAINST DISTURBANCES, THREATENED WITH HOODED MASS VIOLENCE





BILL HARVEY OF BURWELL, NEB., LIES LOW AFTER A SPILL IN CALF-RIDING



CARL DYKES OF FORT WORTH, TEX., WATCHES HIS MOUNT TRY A HANDSTAND

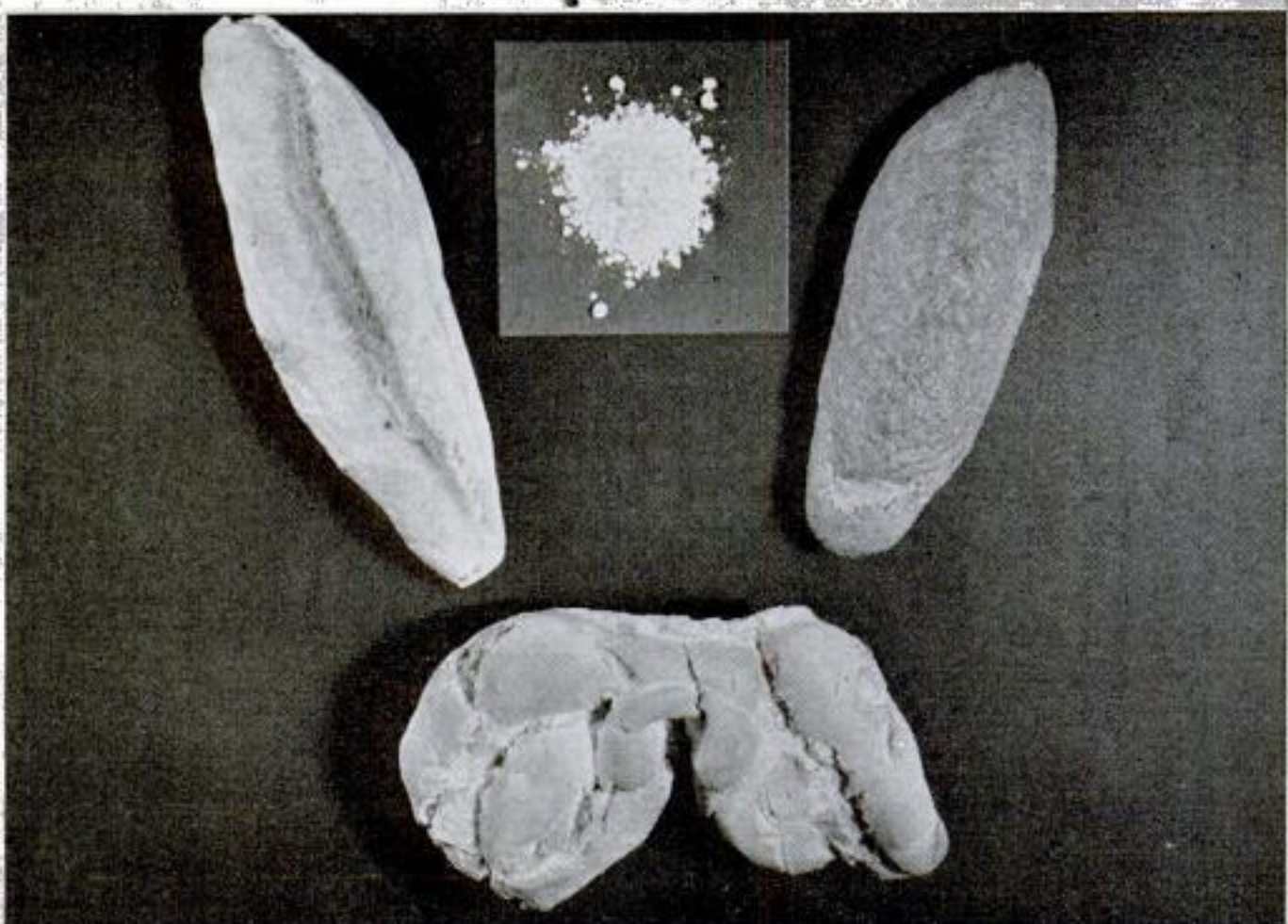


SAMMY STUART OF FORT WORTH, TEX., PARTS COMPANY WITH HIS RAMPAGING BRAHMA STEER. THE SURCINGLE AROUND THE STEER'S BELLY IS THE RIDER'S ONLY AID

DOCILE ITALIANS CHOKE OVER MUSSOLINI'S NEW "GRAY BREAD"



Gray Bread" (*pane bigio*) is the contemptuous name Italians give the new bread Mussolini has given them because of the poor 1938 wheat crop. The Roman loaf (*above*) and the rolls and flour (*below*) were recently brought out of Italy to be photographed by LIFE. By Mussolini's order, Italian millers must get the last ounce of flour out of their wheat and bakers must mix the whole-wheat flour with 10% of corn meal. There have been bread riots in North Italy. Few know that a better flour is made for the sick, a still better for the rich. The controversial figures on the wheat crop are about 250,000,000 bushels, 60,000,000 short of Italy's needs.



SOUTHERN SENATOR GOES NORTH, BAGS WALRUS IN ARCTIC OCEAN



Since 1933 Washington has enjoyed many a chuckle over the high jinks of dandified, peripatetic, loquacious Senator Robert Rice ("Our Bob") Reynolds of North Carolina. His antics include: kissing the late Jean Harlow, giving a five-hour travelogue during the Senate's anti-lynch-bill filibuster, giving a \$1,000 testimonial for Lucky Strike.

Last month Bob Reynolds hung up a new record. Farther north than any other Senator ever junketed, he went on a walrus hunt off Point Barrow, Alaska. Effective as always, he shot and killed a 3,000-lb. walrus at 20 yards. Gallant as always, he gave the meat to local Eskimos for a feast.



PANAY HERO GETS NAVY CROSS FOR EXTRAORDINARY BRAVERY

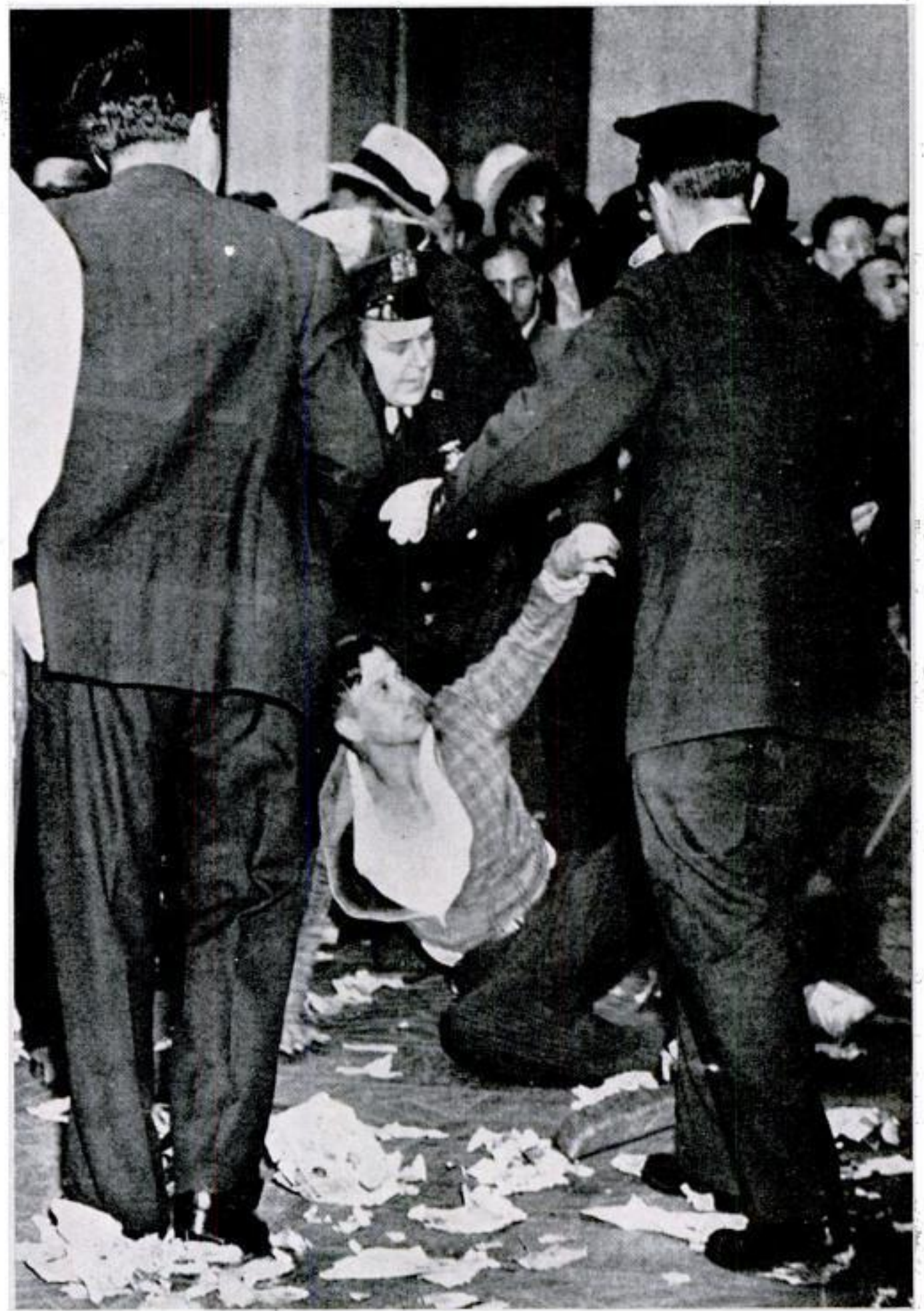


The first bombs dropped by Japanese aviators on the U. S. gunboat *Panay* in the Yangtze River, Dec. 12, 1937, disabled the commander, elevated Lieut. Arthur Ferdinand Anders of Indiana to the command. Few moments later, flying shrapnel ripped his throat. Unable to give orders orally he wrote them on the deck in chalk until both hands were wounded. When all survivors were finally ashore he collapsed on the riverbank (below).

After months of hospitalization Lieut. Anders returned to duty aboard the U. S. S. *Mississippi*. On Aug. 27, Admiral Edward C. Kalbfus pinned on his emaciated chest the Navy Cross for extraordinary heroism (above).



5,000 JOBLESS MEN IN NEW YORK BATTLE FOR 100 PORTER JOBS



On the afternoon of Aug. 30, a few sad-eyed men began to form a queue outside New York's Municipal Building. By midnight nearly 700 waited in line. By daybreak the line had grown to 1,600. At 9 a.m. when city offices opened, police were struggling with a footsore crowd of 5,000. Several men fainted. Several were jostled and bruised. Reason for the assemblage: the city had requested applications for 100 porter jobs in municipal buildings, at \$960-\$1,200 a year. The night-long vigil devolved from an old Tammany practice of first come, first served. Snapped acidulous Mayor LaGuardia: "A situation like this simply does not make sense."



PEOPLE

The Cameras of the World Press
now put these people in the news

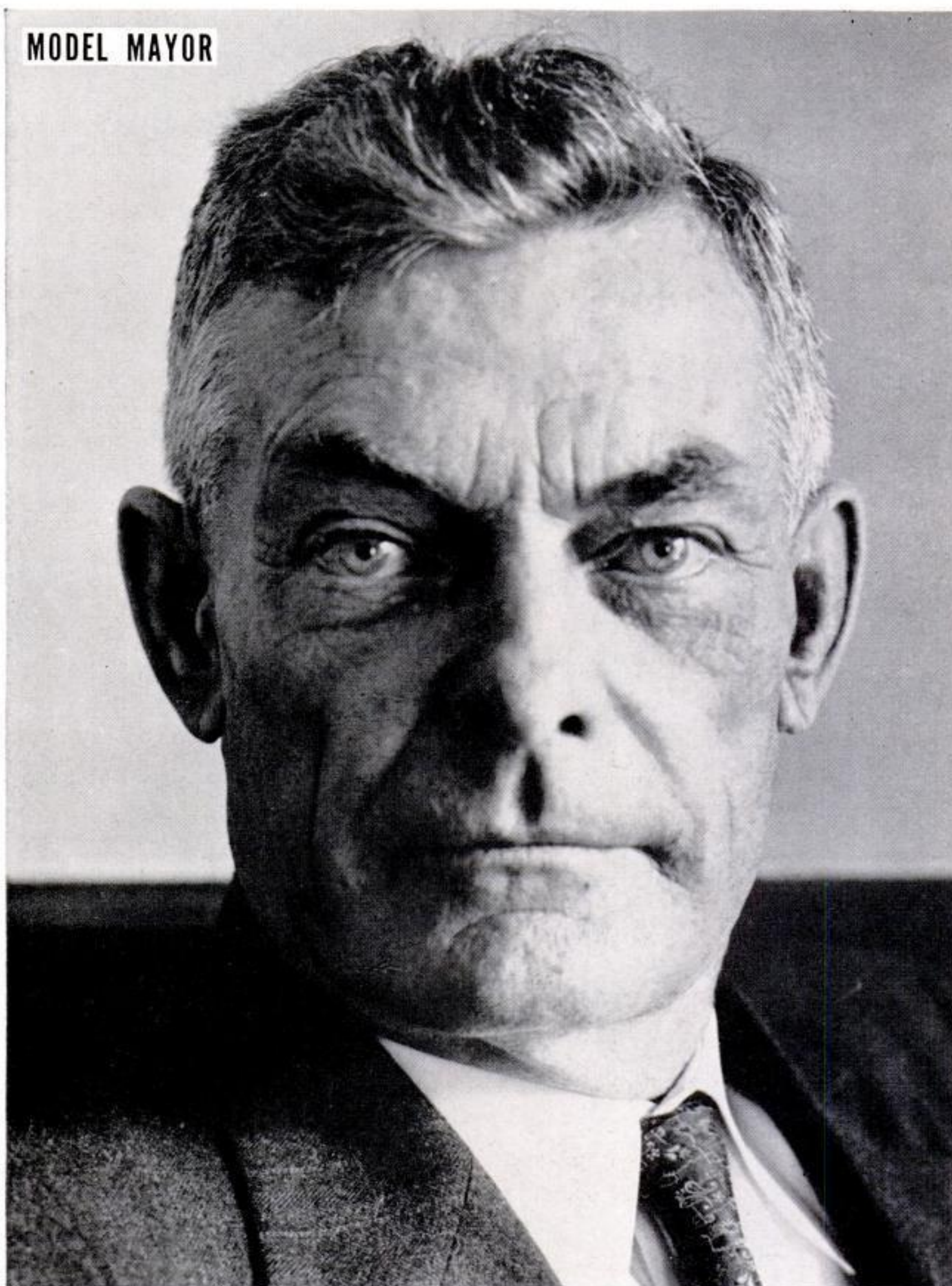


Mrs. Edward G. Chamberlain of New York City was crowned "Mrs. America" at a beauty contest for married women at Palisades Amusement Park, Fort Lee, N. J., Aug. 30. Only entrance requirement: a marriage license.



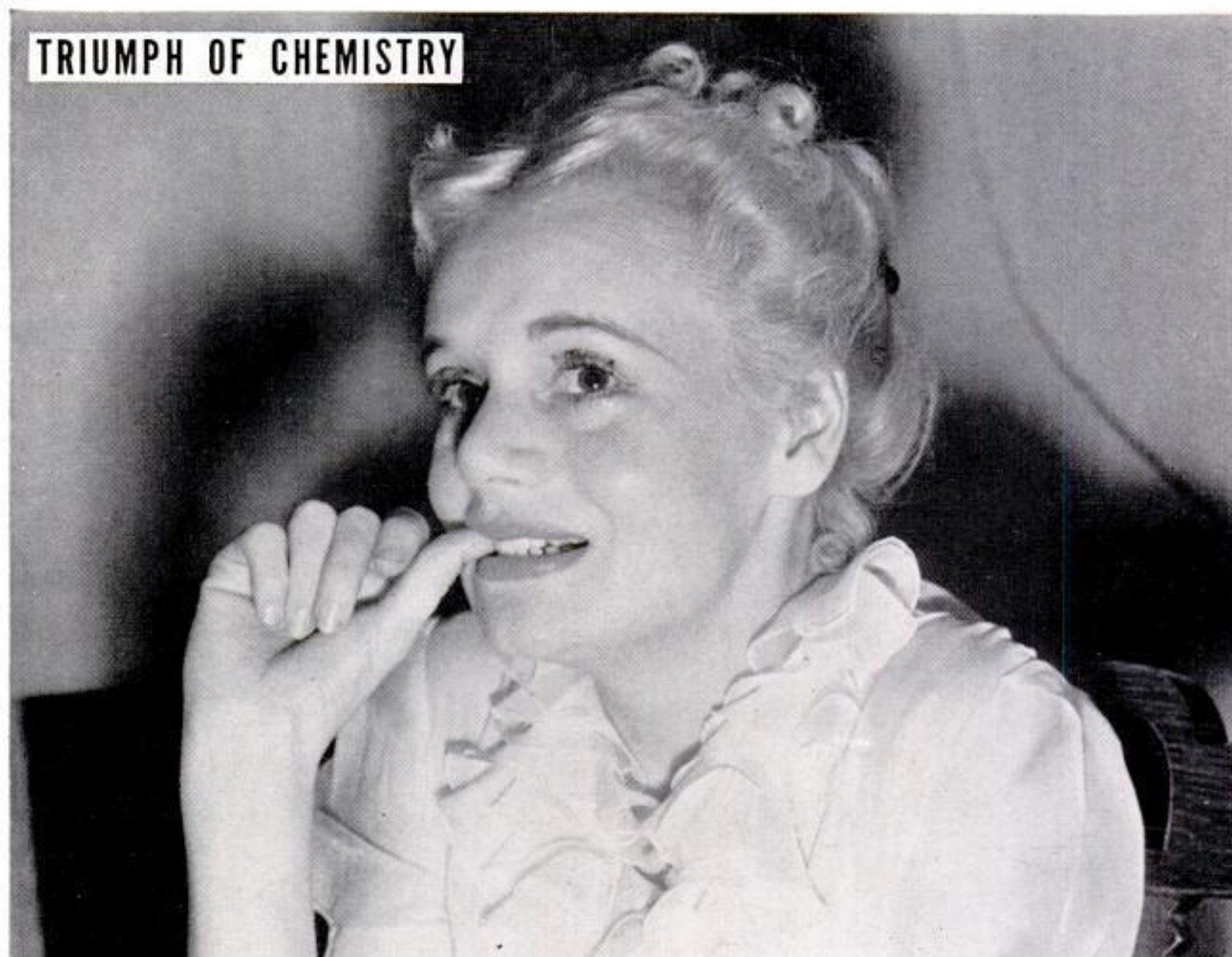
Mrs. Frank G. Logan, Chicago art patron and founder of the Society for Sanity In Art, Inc., approved a sane canvas entitled *Just A'restin'* at an exhibition, Sept. 1. Says Mrs. Logan: "Sanity is often difficult to define."

MODEL MAYOR



Jasper McLevy, able Socialist mayor of Bridgeport, Conn., was nominated Aug. 27 to run on a Socialist ticket for Governor. In five years Jasper McLevy has won the respect of Bridgeport businessmen, expunged graft, put the city on an efficient, civil service basis. This is his seventh try at the Governorship.

TRIUMPH OF CHEMISTRY



Marie Wilson, the wide-eyed blonde of *Boy Meets Girl* (LIFE, Aug. 29), has been kept busy explaining to fans her sudden ascent to Grade A stardom. In an interview she admitted she was not beautiful, attributed her success to something chemical in her nature, hoped some day to act as well as Margaret Sullavan.

BESPECTACLED BRIDE



Sylvia Sydney, cinemactress, returned to the U. S. Sept. 1 with her new husband, Luther Adler, Broadway Star of *Golden Boy*. At the pier she was met by her maid (left), tried to shield her face from photographers, finally uncovered and peered balefully over her spectacles at the camera.

CREATIVE PLUNGER



Elsa Maxwell, international party-promoter, was signed by Alexander Korda Aug. 19 to write a scenario for Merle Oberon and to appear in the film herself. Miss Maxwell, vacationing at Cannes, promptly prepared to plunge into creative labors.

DALMATIANS AT DEAUVILLE



Countess de Bremond d'Ar won many an admiring gaze last month when she dashed through the Deauville surf, dressed in a military-cut white suit with red frogs, and

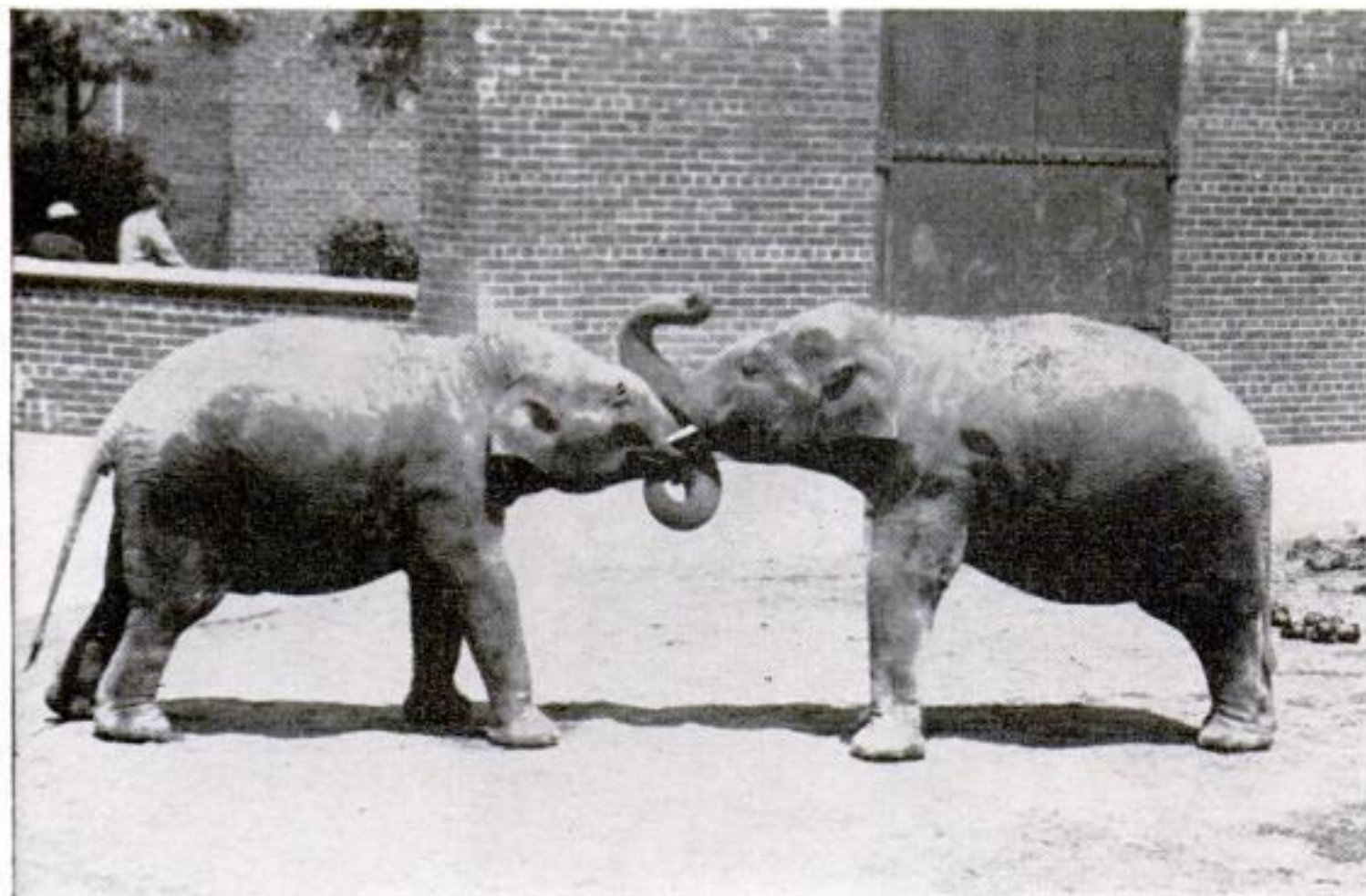
towed by two deep-chested Dalmatian dogs. Deauville is a fashionable and expensive Channel resort, noted for its fine beach. Dalmatians are also fashionable and expensive.

DRAFTED SON



John Coolidge, Calvin's boy, was elected on Aug. 27 to Connecticut's Republican convention. He disavowed political ambition, said, "It was done unbeknownst to me."

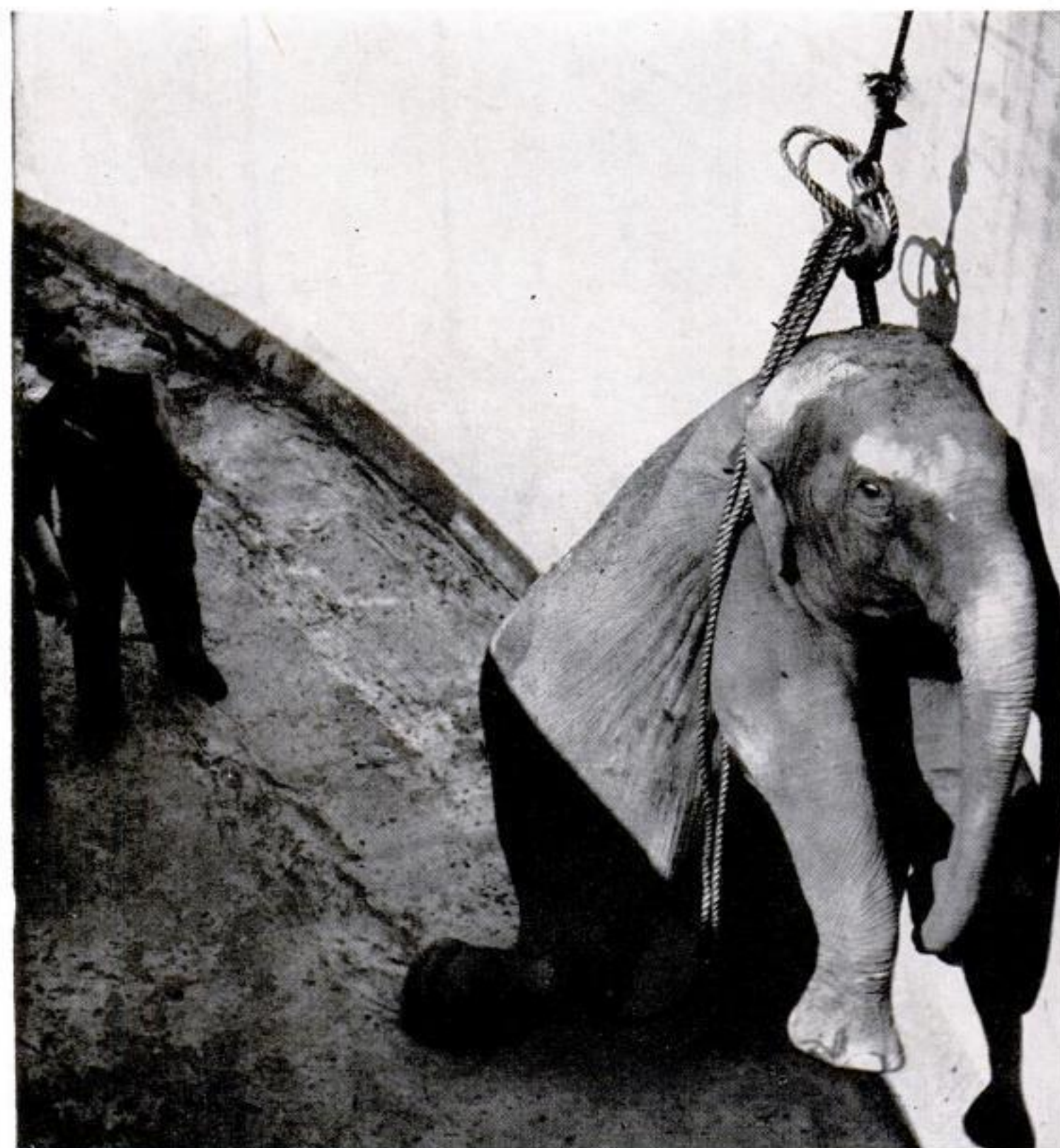
A FROLICSOME ELEPHANT SHOVES HIS MATE INTO 25-FT. MOAT IN BROOKLYN ZOO



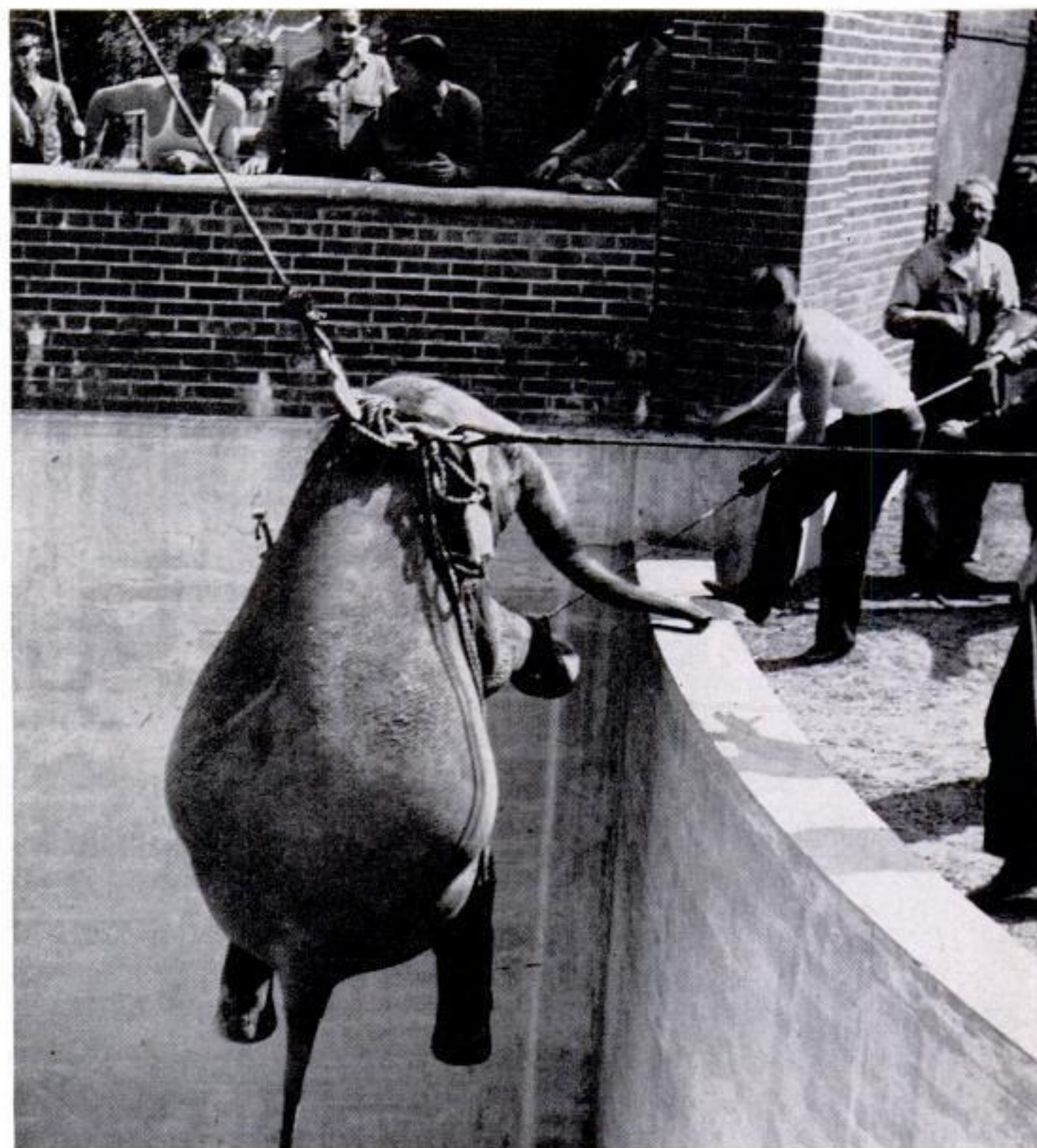
Touching trunks was the prelude to many a wrestling match between Bill and Hilda. On Aug. 29, Hilda forgot to dodge when Bill started throwing his weight (4,500 lb.) around.



On her beam-ends, Hilda landed at moat's bottom. The 25-ft. fall of the elephant's 3,000 lb. paralyzed her hindquarters. Her anguished trumpeting brought keepers on the run.



Slung in a sling, Hilda sagged sadly as a powerful municipal crane hoisted her out of the moat. It took 20 workmen an hour and a half to bring the injured elephant back home.



Safety in sight, Hilda stretched out her trunk to terra firma. Bill, showing no remorse, was led indoors before Hilda's return. Several days later, keepers said, he seemed sorry.

Hilda is paralyzed by her fall

For the more amenable animals in their charge, modern municipal zoos now provide open enclosures, without bars and separated from the public by dry or water-filled moats. Across them the timid zoophilist may look a buffalo or bongo unflinchingly in the eye, protected by nothing more than a few feet of thin air and the law of gravitation.

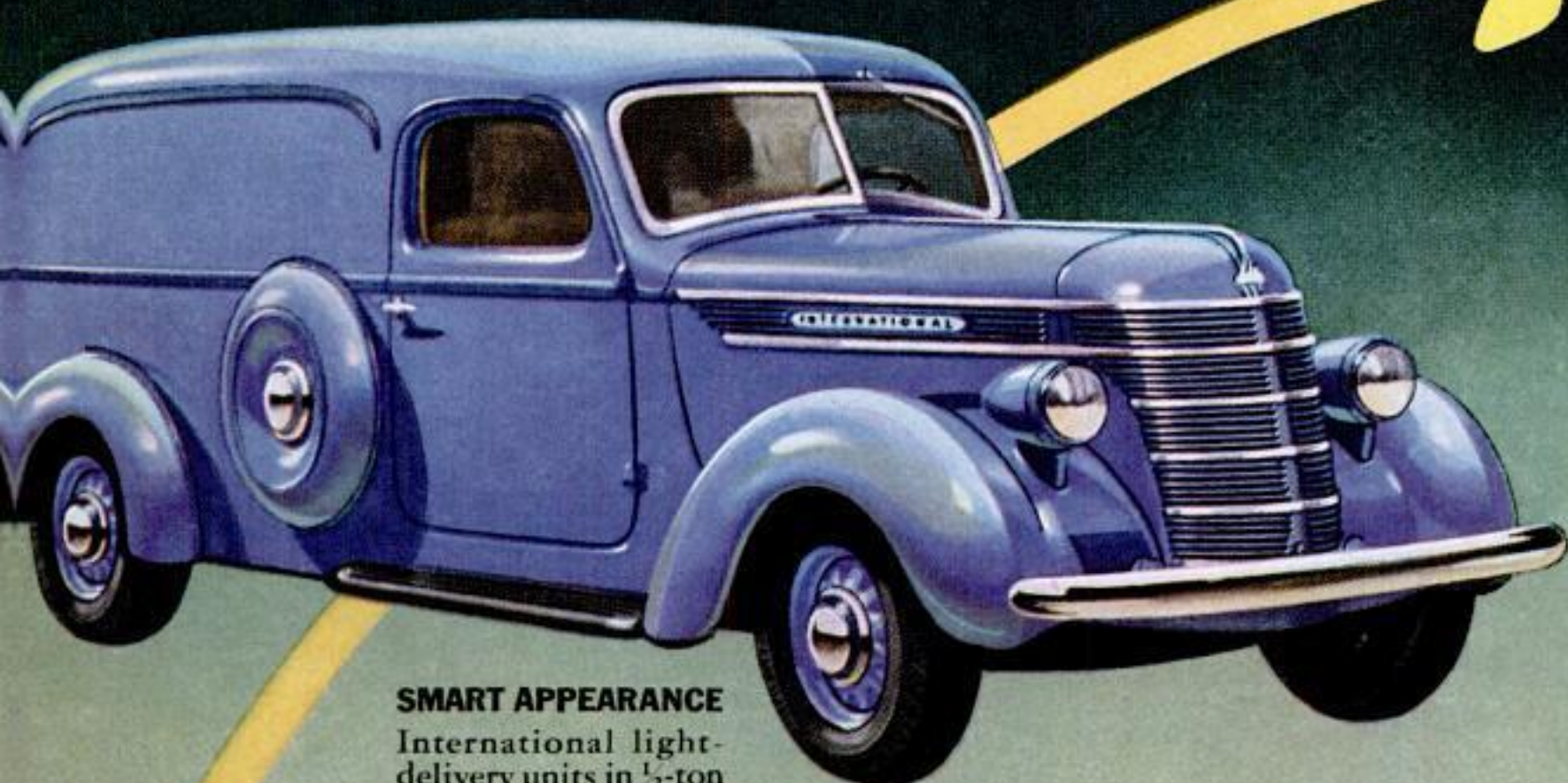
In Brooklyn's handsome new Prospect Park zoo the elephant pen is circumscribed by a dry concrete moat, 12 ft. wide, 25 ft. deep. Upon its brink Hilda, 6, and Bill, 7, Indian elephants, could be seen daily teetering daringly, trunks acurl, mouths agape for peanuts. Visitors often asked: "Do they ever fall in?" They were answered on the morning of Aug. 29 when Bill, in an instant of destructive mischief, butted his mate into the moat.

Paralyzed by spinal shock, Hilda lay prostrate and immobile after a derrick raised her from the abyss. Veterinarians said no bones had been broken, that under normal circumstances Hilda should be back on her feet in a few weeks.



Paralyzed by shock, Hilda lay helpless. Veterinarians tried daily to lift her to her feet, said if she did not recover the use of her limbs in six weeks she would be destroyed.

Whatever You Haul



SMART APPEARANCE
International light-delivery units in $\frac{1}{2}$ -ton to 1-ton capacities, in three wheelbase lengths.



MANEUVERABILITY
International Cab-Over-Engine Model D-300—a new high standard for close work in crowded traffic.

LET INTERNATIONALS HAUL IT

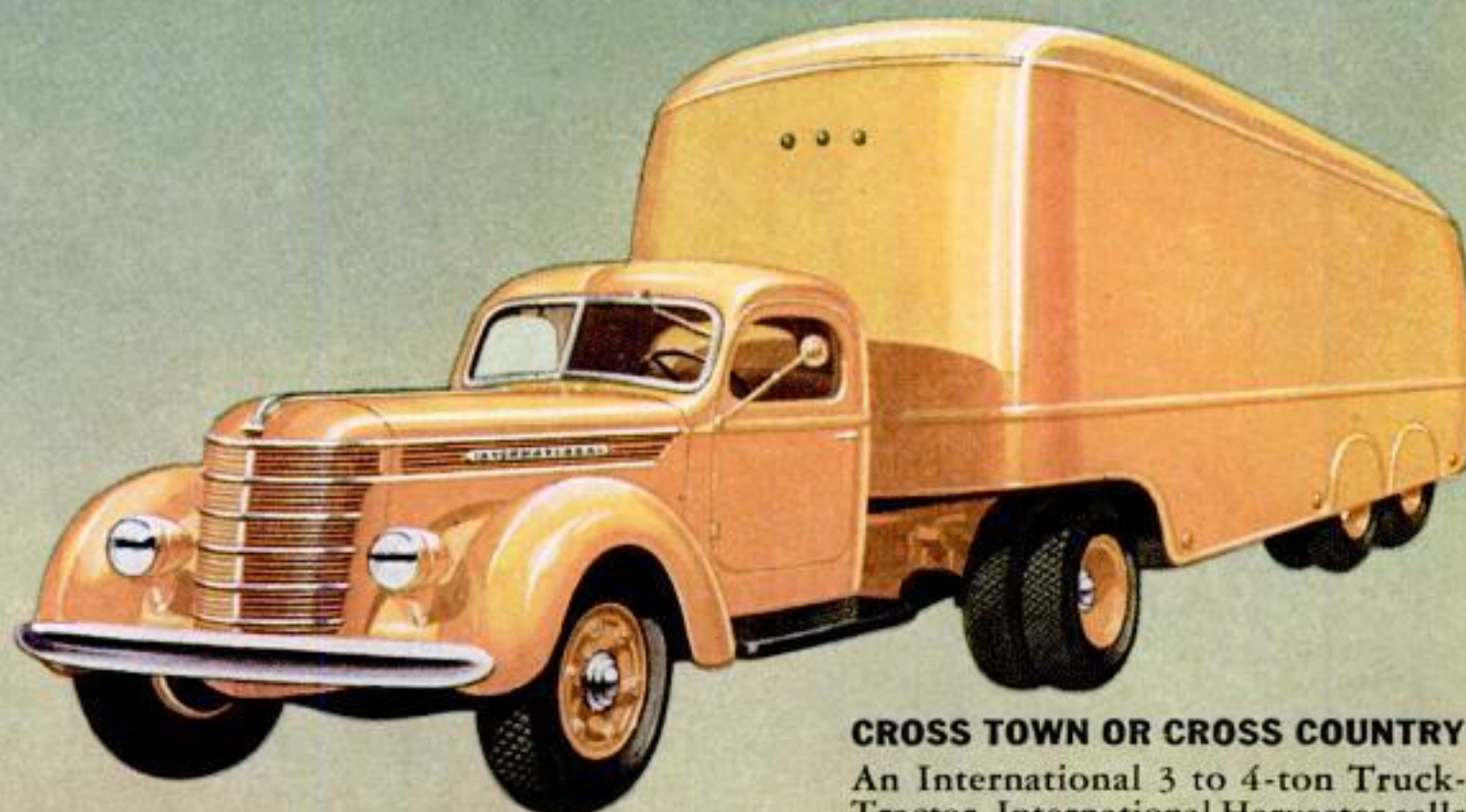
You get the real measure of International Trucks only when they go to work for you. And then you get a better demonstration of stamina and economy—*more performance per dollar*—than you have ever known before.

International builds every type of truck to meet every trucking requirement, from $\frac{1}{2}$ -ton delivery to powerful six-wheelers. In all, there are 30 models in 99 wheelbase lengths. And every one of them is *all-truck* in every inch and ounce of construction and design.

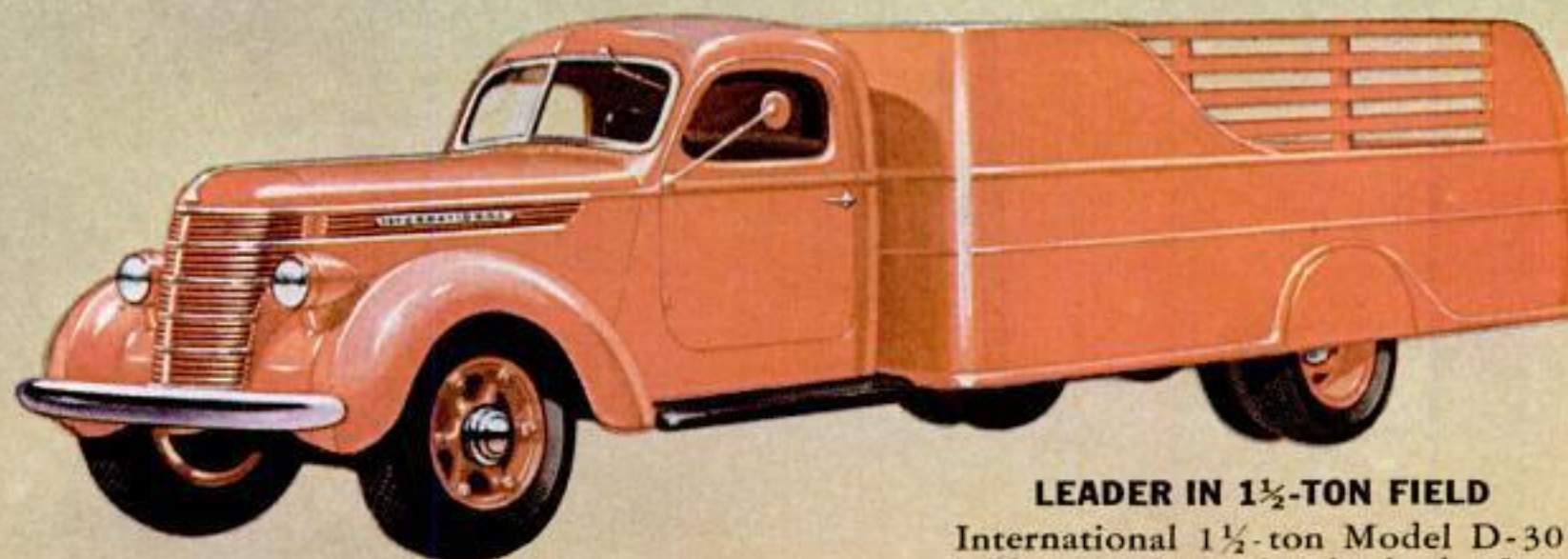
Every International is engineered for outstanding performance and styled for brilliant appearance. The illustrations on this page show the quality of International design. For performance, let the trucks speak for themselves, for *your* business on *your* job.

There are 242 Company-owned branches and thousands of dealers *at your service*, ready to give you a demonstration at your convenience.

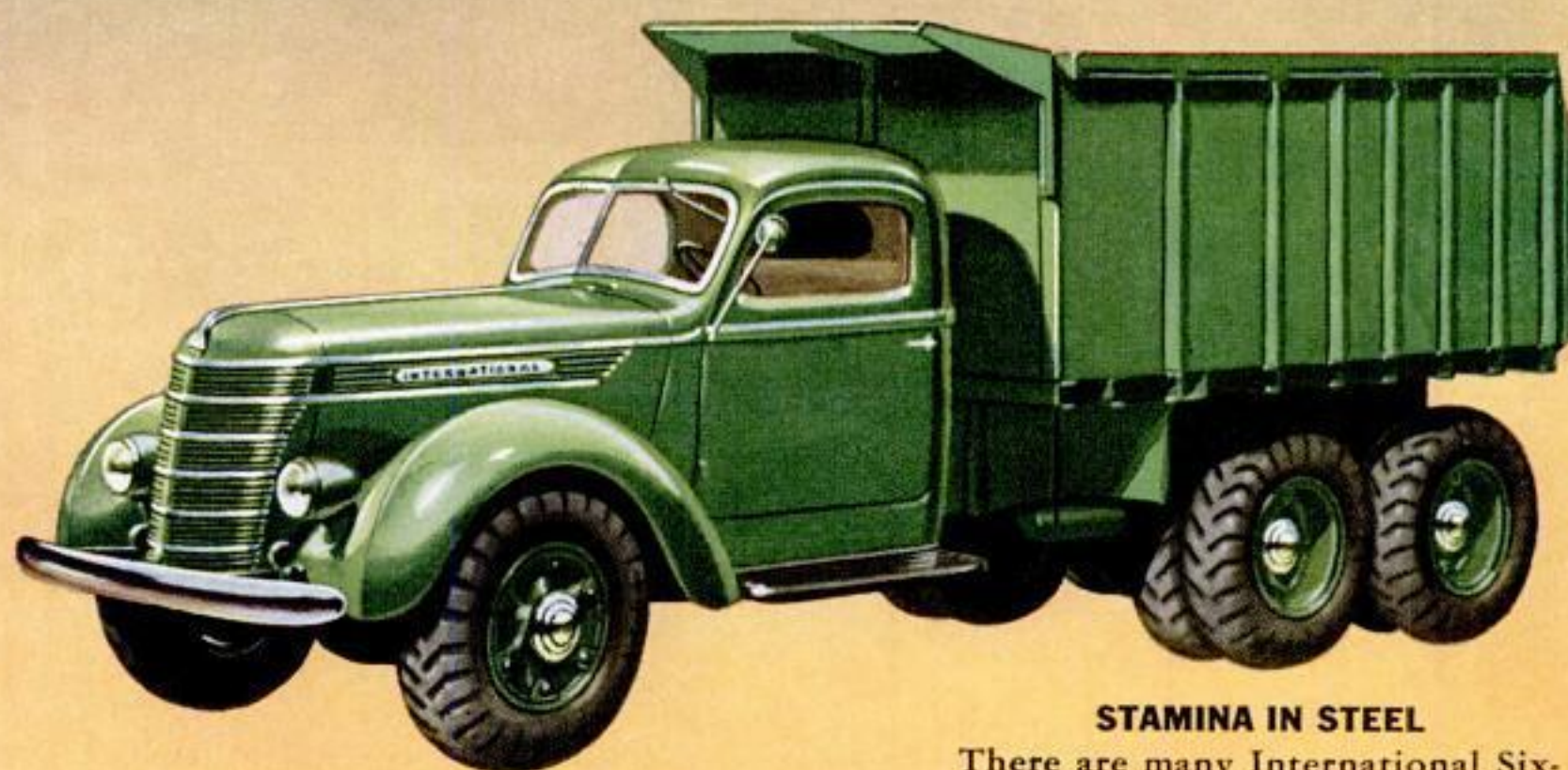
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An International 3 to 4-ton Truck-Tractor. International Harvester sells *twice as many* heavy-duty trucks as any other manufacturer.



LEADER IN 1 1/2-TON FIELD
International 1 1/2-ton Model D-30 with special panel-stake body. Several other models for the medium-duty field.



STAMINA IN STEEL
There are many International Six-Wheel models, Dual-Drive and Trailing-Axle. Gross vehicle weights 18,000 to 62,000 pounds.



INTERNATIONAL TRUCKS

LOST: every trace of
sweetness.



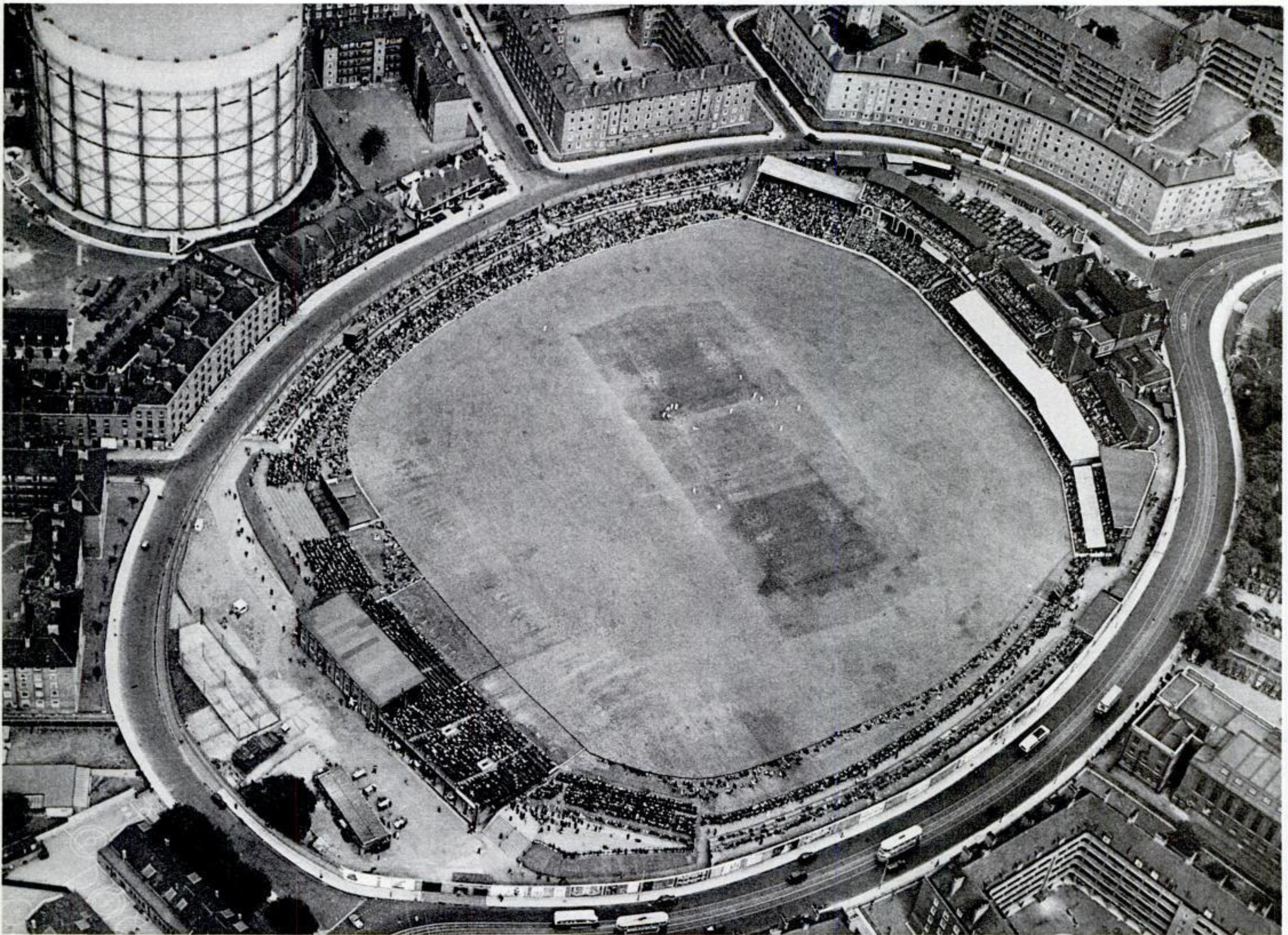
FOUND: a whiskey with
the same crisp quality of DRY-
NESS you've always prized so
highly in the finest champagnes
and sherries.

Paul Jones
IT'S DRY*

*Paul Jones, you'll find, is a truly DRY whiskey—deep-flavored and mellow—yet utterly lacking in sweetness. Get acquainted with this superb American whiskey today—at your favorite liquor store or bar.

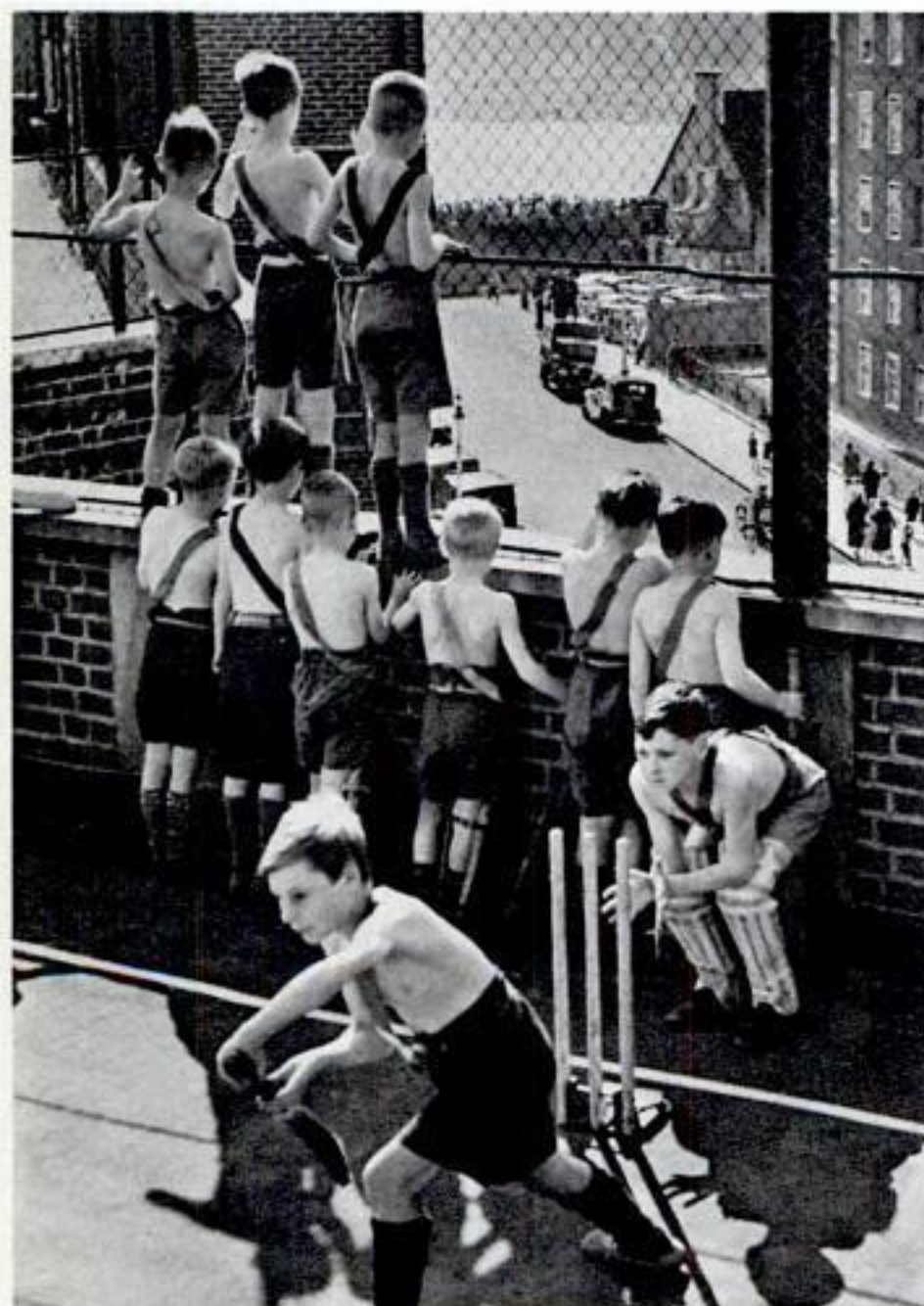


Paul Jones is a blend of straight whiskies—100% straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville and Baltimore



ENGLISHMEN FILLED KENNINGTON OVAL FOR THE SUMMER'S LAST BIG CRICKET MATCH. THE SERIES WAS A DRAW AND AUSTRALIA KEPT THE ASHES (SEE BELOW)

YORKSHIRE CRICKET PLAYER BREAKS WORLD BATTING RECORD



Children playing cricket on a roof near Kennington Oval stopped their own game to watch, as Hutton piled up runs.



Hutton came to bat. For 13½ hours he stayed there, surpassed all known records by batting in 364 runs. As he passed the old record of 334, a waiter hurried on the field and gave him a drink, while crowd of 30,000 sang "For He's a Jolly Good Fellow."

For 61 years England-Australia "Test Matches" have been the World Series of cricket. The urn of ashes was first presented to the winner in 1883. In the previous year the English had been beaten, and the London *Sporting Times* carried this headline: "In affectionate remembrance of English cricket which died at the Oval, 29th of August, 1882." In 1883, when the Hon. Ivo Bligh took his English team to Australia, he was told to "bring back the ashes." At the end of the tour, some Melbourne women gave him the small earthenware urn, containing ashes and inscribed with poetry. Today the Ashes is England's greatest sporting trophy. It rests in the famous Long Room of the Marylebone Cricket Club.

Leonard Hutton, a 22-year-old cricket player from the town of Pudsey in Yorkshire, is England's new national hero. Playing Australia, Aug. 23, when England's chance of regaining the famed "Ashes" trophy (left) was already lost,



Leonard Hutton (lower left) batted through 13½ hours of play from Saturday noon until Tuesday, ran over 6¼ miles.



Charlie Yates has the best grin in golf

ALL ATLANTA CHEERS FOR YATES TO WIN THE U. S. AMATEUR GOLF TITLE



T. J. IS YATES'S CADDY

Protected from the stinging Scottish rains by a suit of Bobby Jones's red flannel underwear, a grinning Atlanta bank clerk early this summer won the British Amateur Golf Championship. Since then Charlie Yates has shared with Johnny Goodman the rank of No. 1 U. S. amateur. This weekend he has a chance to move still higher in the golf world. Near Pittsburgh, over the Oakmont Country Club's tightly trapped course, Yates will play, with Goodman and 170 others, in the U. S. Amateur Championship. Lacking a Jones or a Little, no man is ever an

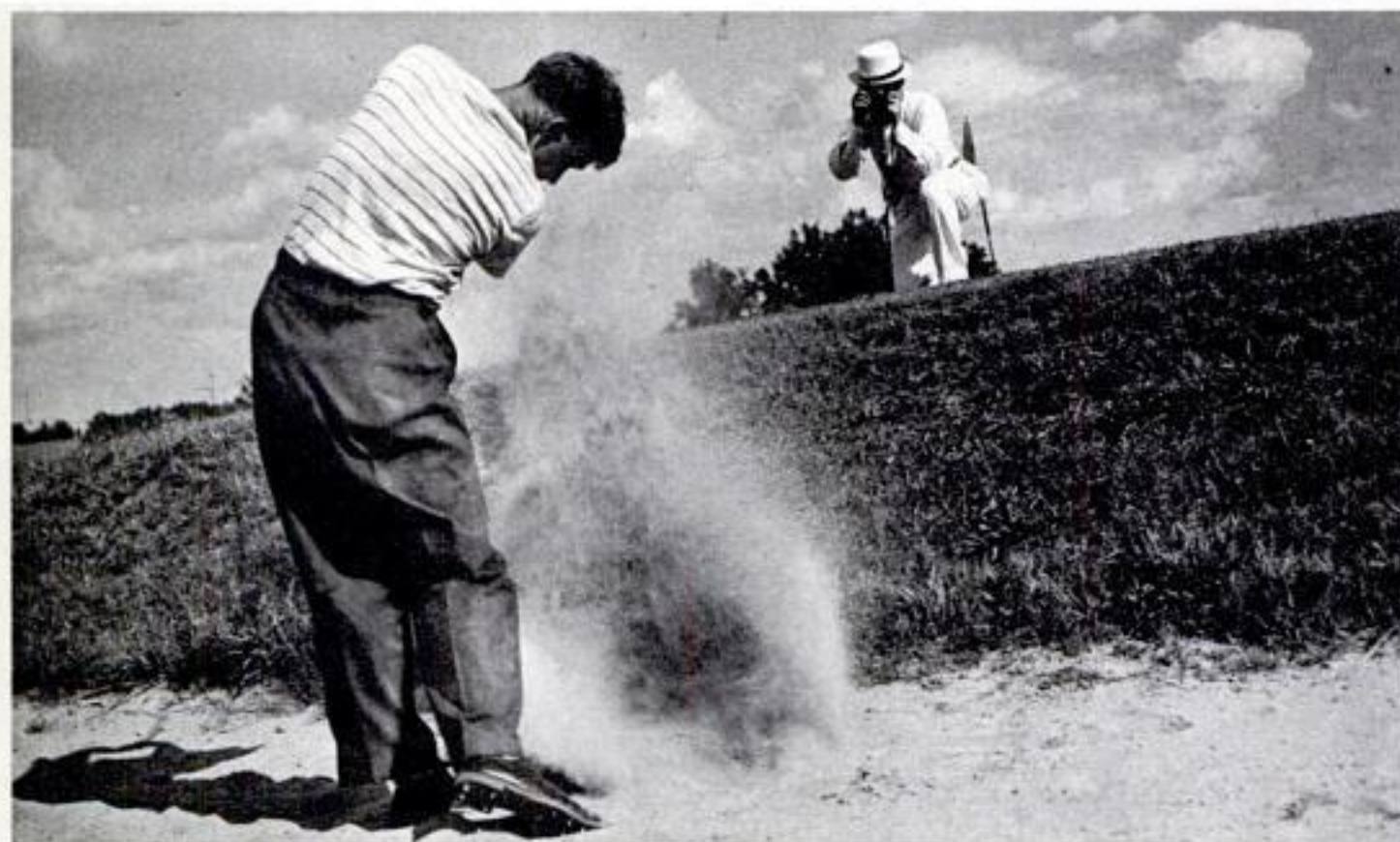
odds-on favorite to win this title but Yates is conceded as good a chance as any. If he wins he will be recognized as the world's best amateur golfer.

Unlike most golf champions, Yates gets great fun out of the game. Scotland's dour golfers were completely won by his stock of American jokes, his carefree grin, his fondness for singing old Scottish songs in a tenor voice. Overnight he became the most popular champion since Jones.

Yates, however, never lets his singing and joking interfere with relentless attention to his game. Living on the edge of the East Lake course where Bobby Jones played, he puttered with golf clubs from the time he learned to walk. Year by year he studied the great Jones, imitated his style, cultivated his friendship. Today he would like nothing better than to equal some of the master's achievements. Atlanta is confident he will.



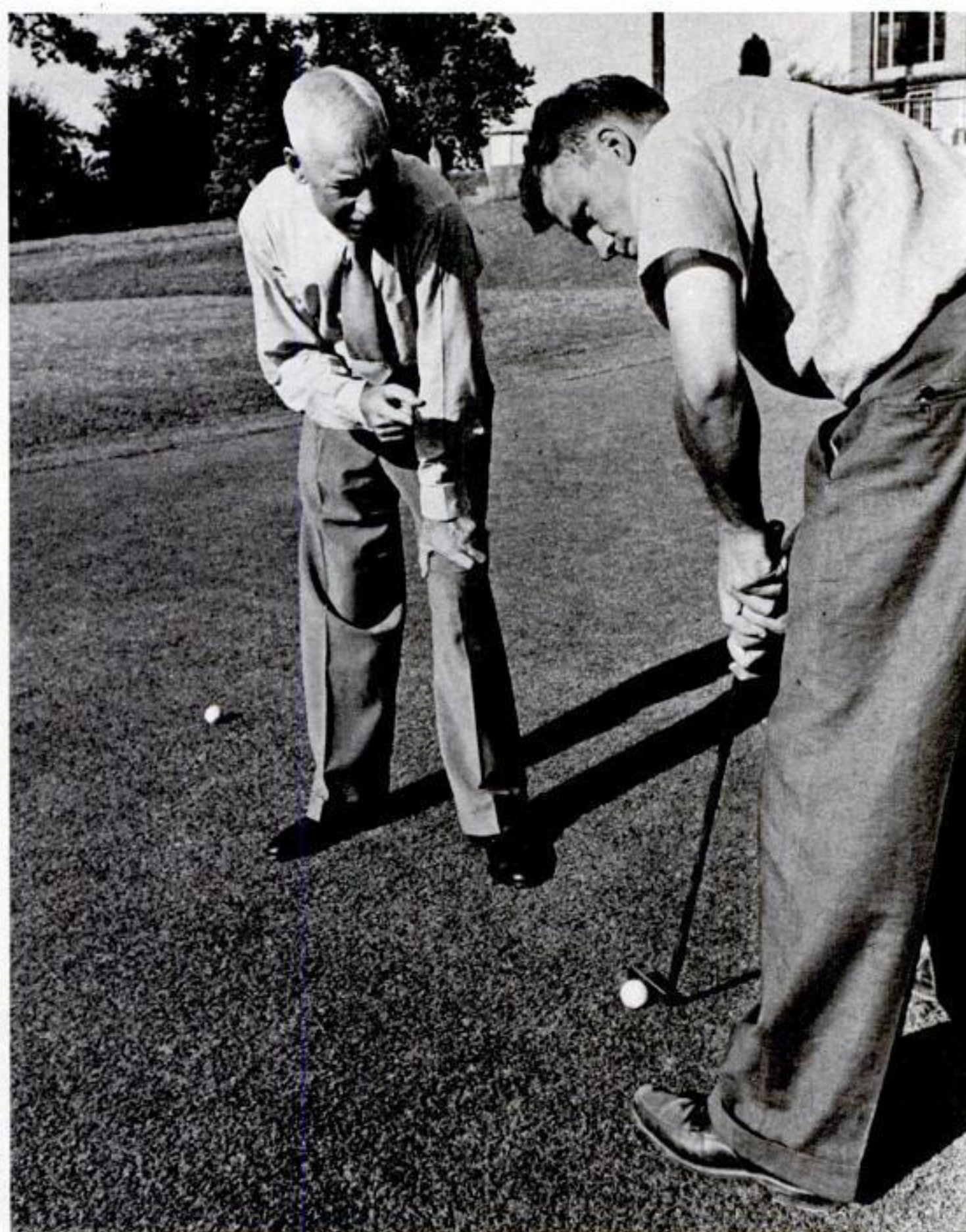
Yates's home lies directly behind a hedge on the fifth fairway of the new East Lake course. He has practiced there almost daily for years and has a favorite hole, the short sixth, on which he spends hours daily. His favorite club is a No. 7 iron, which he thinks makes him lucky.



Bobby Jones takes pictures while Yates blasts out of a tough sand trap on Atlanta's East Lake course. Twenty years ago, when he was 5, Yates dogged Jones's footsteps around this course, called the game of golf "Mr. Bobby." Today Atlanta watches Yates, not Jones.



Story of Yates's life is a succession of golf pictures. At left, aged 7, he swings a pint-sized club. In center, at 17, he has just won his first State amateur championship. At right, 18, after winning the State title a second time, he is congratulated by Bobby Jones.



George Sargent, professional at East Lake, has molded Yates's game. Yates used to aim a putt to the left, hit a drive with right arm stiff and left elbow bent. Sargent took movies of these faults, made him correct them. Yates's favorite putter is a club which cost \$1.



Hawaiian Pineapple Co., Ltd., also packers of Dole Pineapple Juice, Sliced, Crushed, Tidbits, and the new "Royal Spears," Honolulu, Hawaii, U. S. A.
—Sales Offices: San Francisco, California.




WOODERSON STARTS HIS FINAL RECORD-BREAKING SPURT. HE IS FRAIL BUT STURDY-LEGGED

WOODERSON RUNS WORLD'S FASTEST HALF MILE

Sydney Wooderson may look like a London solicitor, and in fact he is, but he is also England's greatest runner. At Surrey, on Aug. 20, he methodically put on his racing shoes (right) and just as methodically ran the fastest half mile ever run by man. With a surging finish which spectators thought must surely cause him to collapse, he crossed the line in 1 min. 49 1/5 sec. The narrow-chested, bespectacled little runner, who weighs only 124 lb., had beaten by two-fifths of a second the record set in 1937 by burly Elroy Robinson of San Francisco.

Today Wooderson, who also holds the mile record at 4 min. 6 2/5 sec., is probably the fastest runner in the world. Only Glenn Cunningham, who ran an unofficial 4 min. 4 sec. mile at Dartmouth last winter, would have a chance to beat him. They will probably meet next spring.





• NEW TREAT FROM HAWAII . . .
SPOON-SIZE CUTS FROM THE TENDEREST,
JUICIEST PART OF THE PINEAPPLE

***DOLE* PINEAPPLE GEMS**
TRULY HAWAIIAN

A. M. CASSANDRE₃₈

SCHENLEY'S Bonded

W.R.G. Pls. Note:

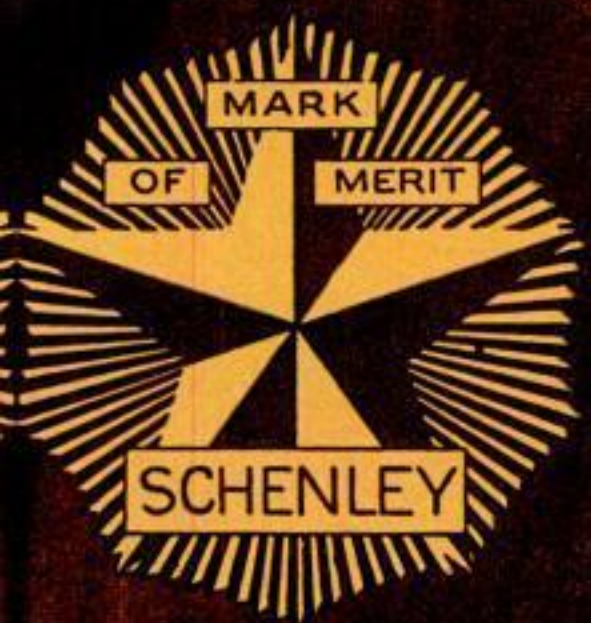
Be sure to represent Belmont for what it is. An old-time formula - 40% small grain, three chamber, charge still Bourbon - full bodied, plenty strong...full 100 proof. So exquisite in aroma and bouquet ...with all the high flavors left in... that you can use a lot less of it when making a highball, a Manhattan, Old-Fashioned or Julep. Any real Kentucky distiller should tell you there never was a truer Kentucky whiskey than Belmont.

W.R.K.

If you prefer Bonded Rye, ask for MONTICELLO Bonded Special Reserve Straight

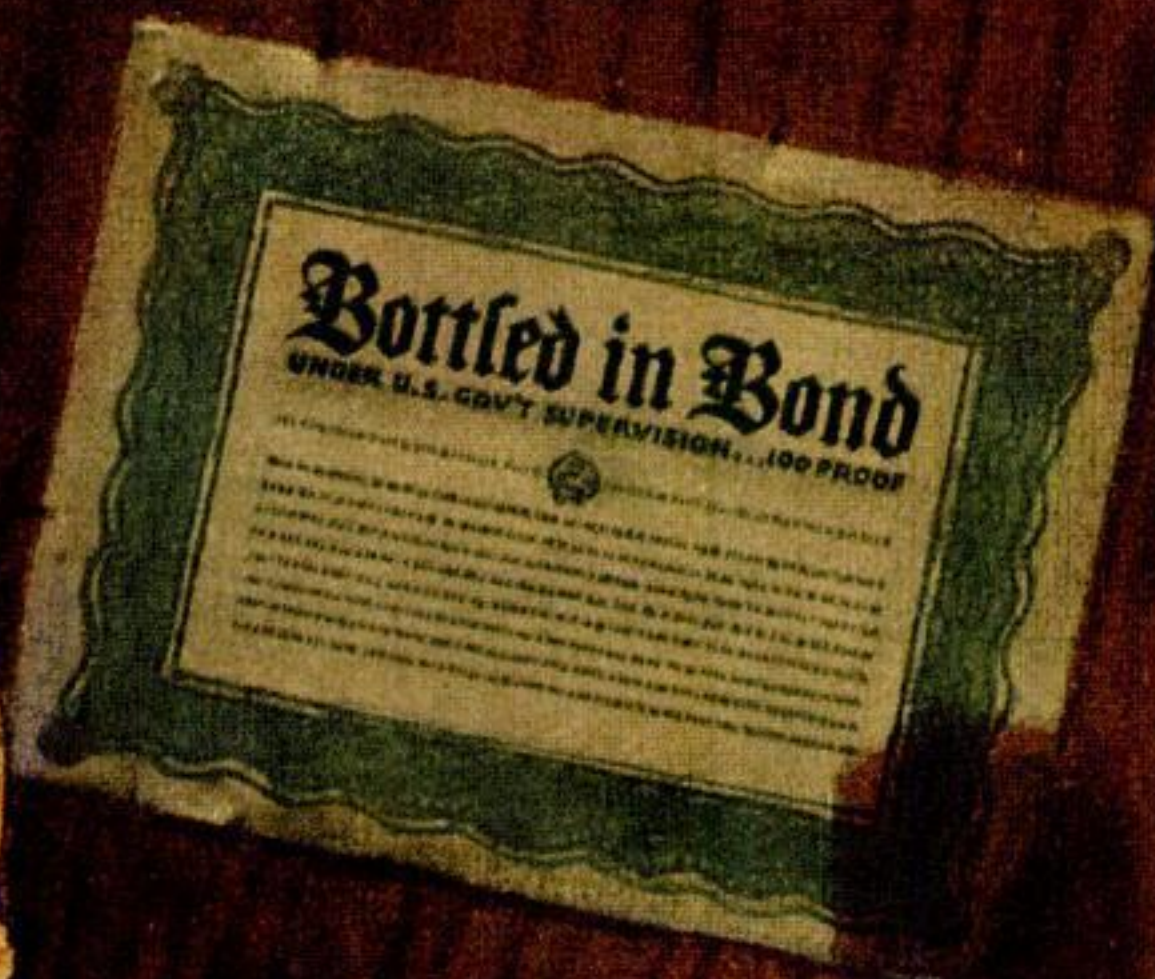
Copyright 1938, Belmont Dist

Copyrighted material



Belmont

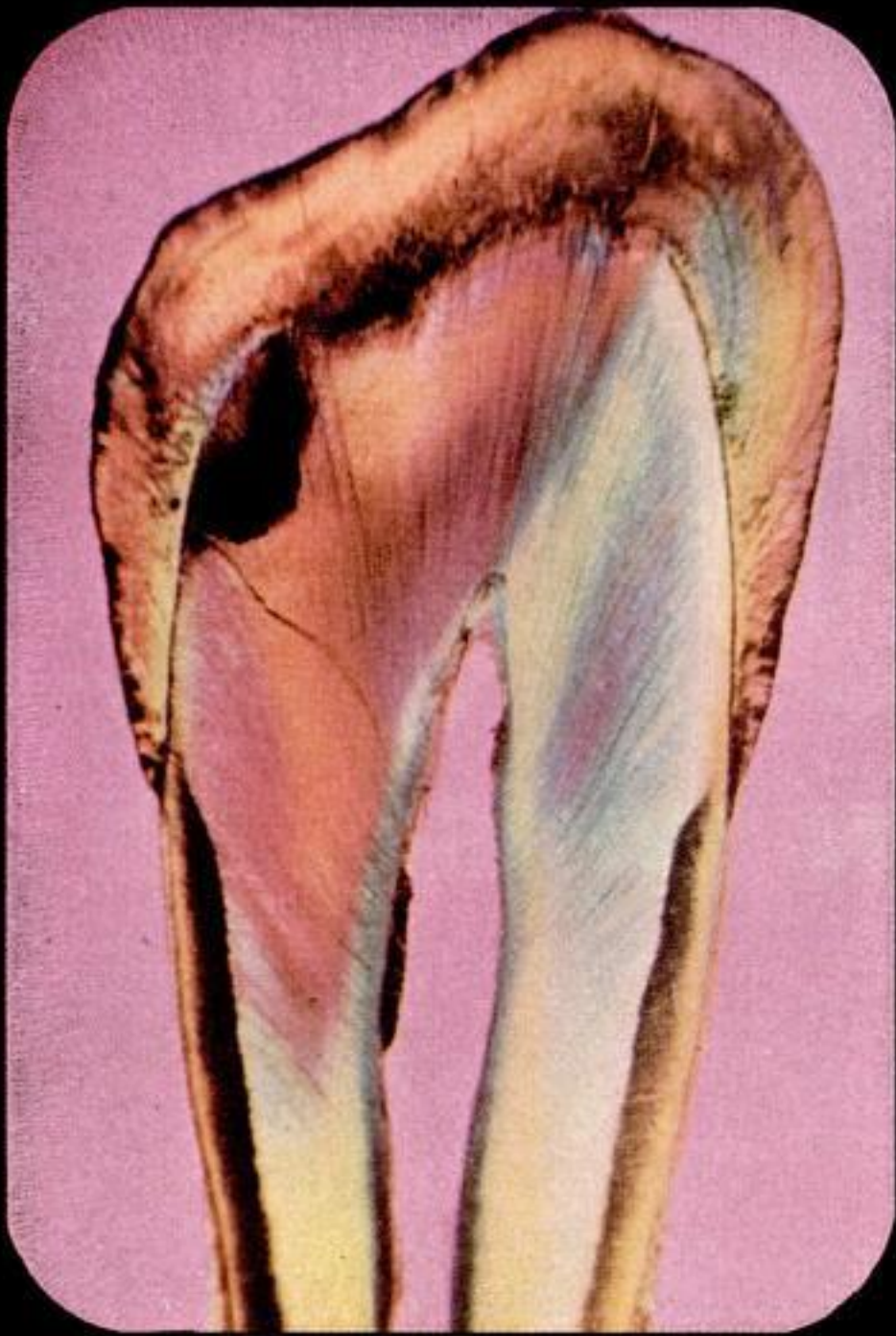
KENTUCKY STRAIGHT BOURBON WHISKEY



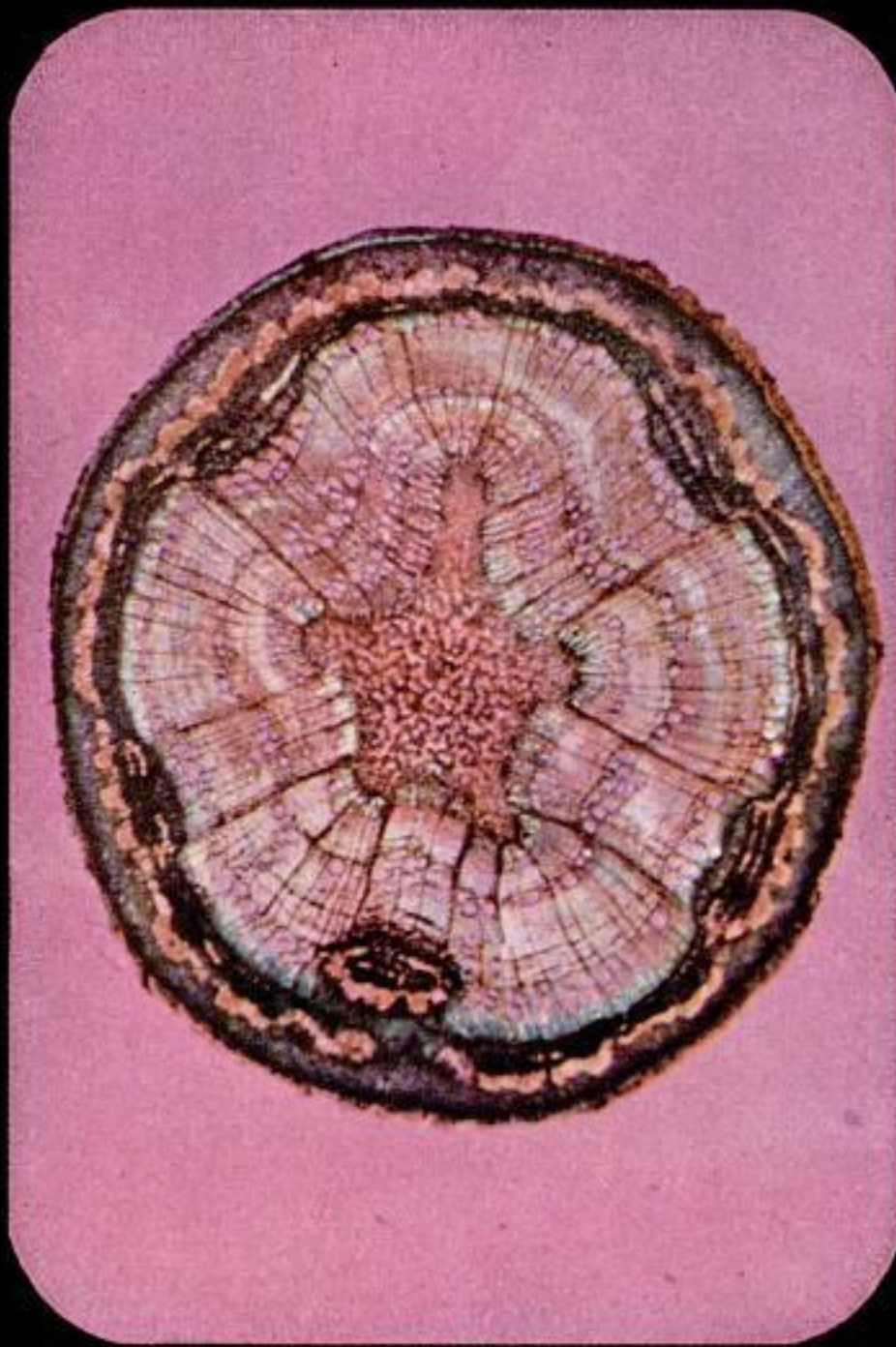
RYE Whiskey... BOTTLED IN BOND under U. S. Gov't Supervision... 100 Proof

g Co., Inc., Louisville, Kentucky

SCIENCE



POLAROID LIGHT COLORS THIS TOOTH



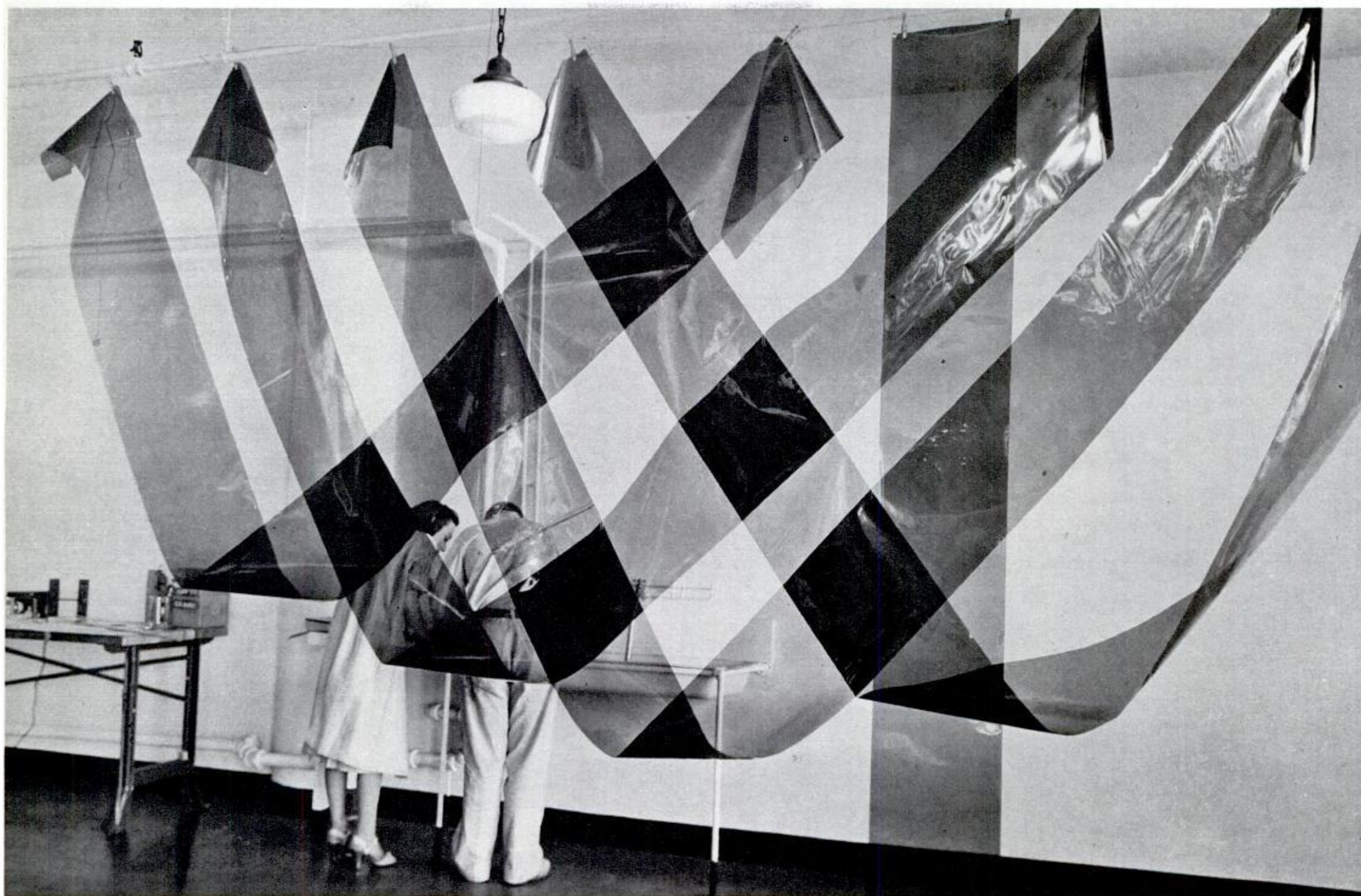
THIS IS A THIN SLICE OF WOOD



STARCH GRANULES ARE NO LONGER WHITE



A MAGNIFIED SECTION OF A SEA WORM'S UNIQUE SKIN LOOKS LIKE THIS IN POLAROID LIGHT. THE ANCHORLIKE PROTUBERANCES ENABLE IT TO CRAWL IN THE SAND



THESE STRIPS OF POLAROID HANG IN BOSTON LABORATORY. THOUGH TRANSPARENT, THEY BLOT OUT ALL LIGHT WHERE THEY CROSS AT RIGHT ANGLES

POLAROID

This new wonder makes light behave

Nothing is exciting the world of industrial science today more than Polaroid—a patented product to regulate light. In a few years Polaroid may be the means of eliminating all headlight glare on automobiles, giving the world three-dimensional movies, changing the character of outdoor display advertising and performing a dozen other wonders.

Polaroid is a transparent plastic sheet made by the Polaroid Corp. in Boston. Mass production would bring its price down from \$25 a square foot to \$5 or less. In the laboratory it looks like strips of ordinary film—except it blots out all light where the strips cross at right angles.

In a sheet of Polaroid there are billions of tiny crystals that form parallel slots for light to pass through. When a rodlike beam of light hits a Polaroid sheet, the slots flatten it out into the shape of a ribbon. A second Polaroid sheet will let the ribbon through if its slots are parallel to those of the first sheet. The light thus received is "polarized" and devoid of glare vibrations. If slots are not parallel, a certain amount of light will be kept out.

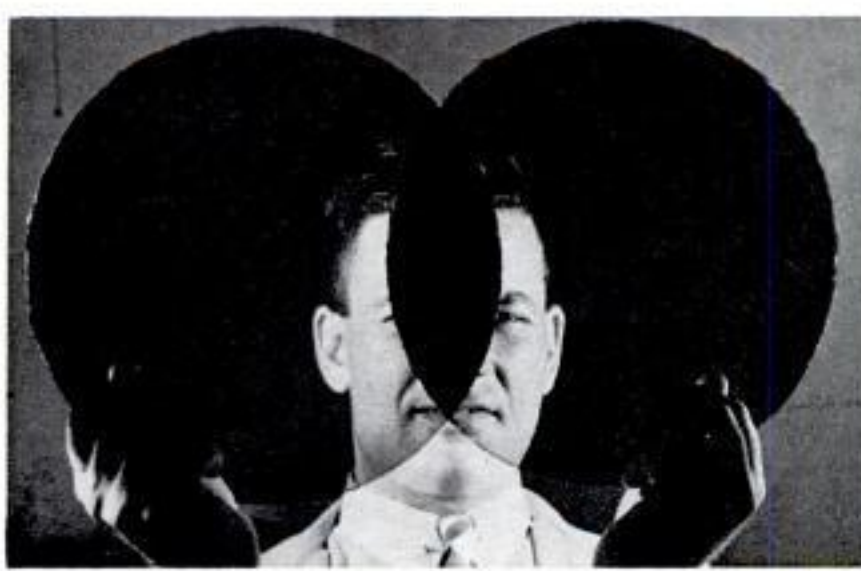
On the opposite page you see what fantastic colors Polaroid can bring out of ordinary objects. An extremely thin slice of tooth, for example, is placed between two Polaroid sheets. Ordinary light made up of all colors passes through the first sheet, comes out like a ribbon and passes through the transparent crystals of the tooth, which break it up into its component colors. The second sheet of Polaroid stops some of these colors. The color camera has photographed those that did come through.



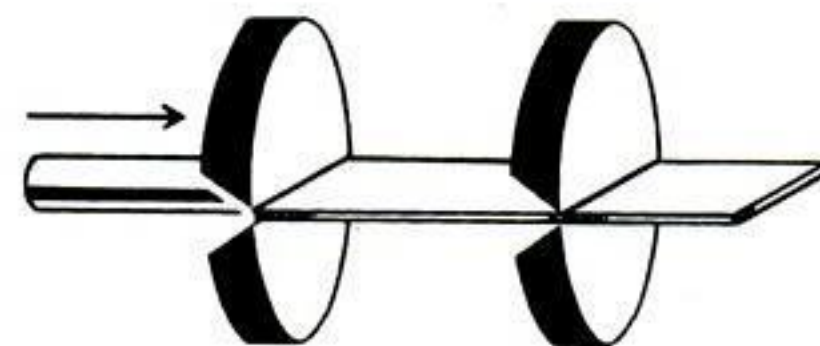
SLOTS IN POLAROID DISCS ARE PARALLEL



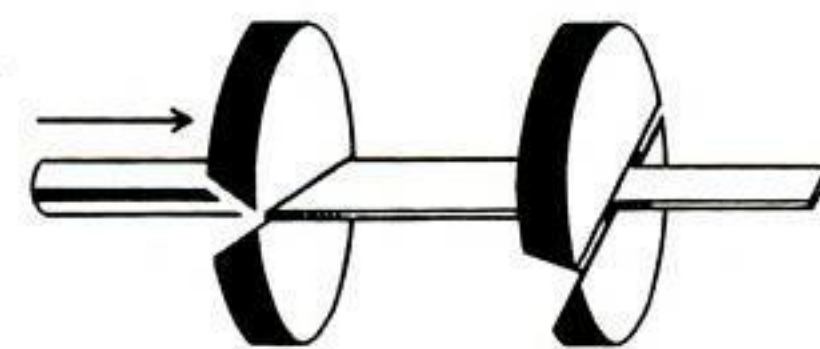
AT SLIGHT ANGLE SLOTS STOP SOME LIGHT



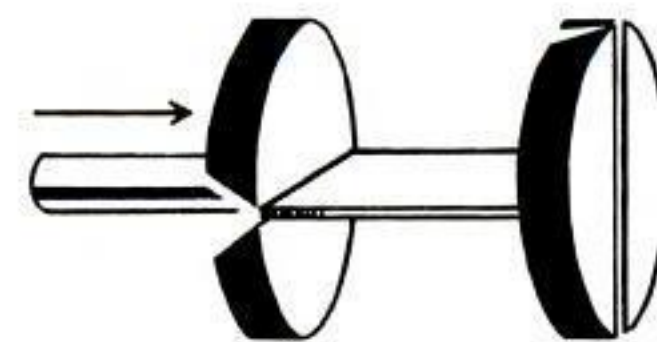
AT RIGHT ANGLES SLOTS STOP ALL LIGHT



- 1 Rays of light, pictured as a round rod, strike the first Polaroid disc, are flattened out by slots. They can pass through the second disc if slots are parallel to the first, let light through as shown at left.



- 2 At an angle, the second Polaroid disc shaves off part of the ribbon of light. The picture at left illustrates the same phenomenon with the two superimposed discs slightly obscuring the man's face.



- 3 No light passes if the slots of the second disc are at right angles with those of the first. As all light vibrations are completely blocked off, the man's face (left) behind the two discs becomes invisible.

CONTINUED ON NEXT PAGE

HEADLIGHTS WITHOUT POLAROID

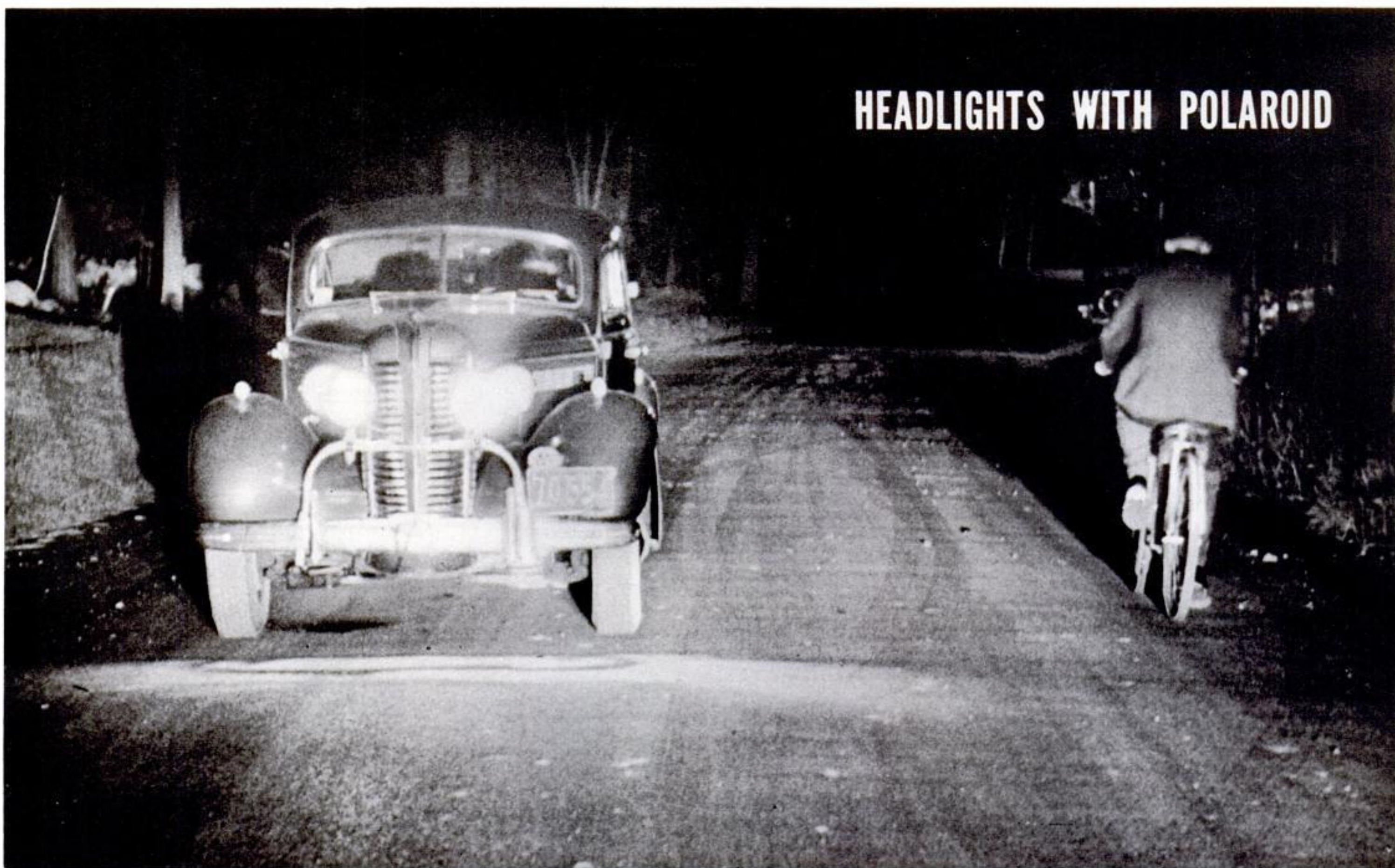


Headlight glare makes night driving three times as dangerous as day driving. The reason for this is shown in the picture above. The blinding headlights of the oncoming car hide the limits of the road and blot out the cyclist entirely. Below you see exactly the same car, road and cyclist. Difference is that you are looking through a Po-

laroid windshield at a car equipped with Polaroid headlights. Polarized light eliminates glare, allows the beams from your own headlights to reach past the oncoming car and distinguish all objects on the road. But glareless driving can only be 100 per cent effective if every one of the 30,000,000 cars in the U. S. is equipped with Polaroid

headlights and windshields. The fact that this costs \$3 per car and requires more powerful headlights may make the automotive industry hesitate before using the new product. However, there is little doubt that within a year or two automobile manufacturers will adopt Polaroid as they have adopted safety glass, bumpers and hydraulic brakes.

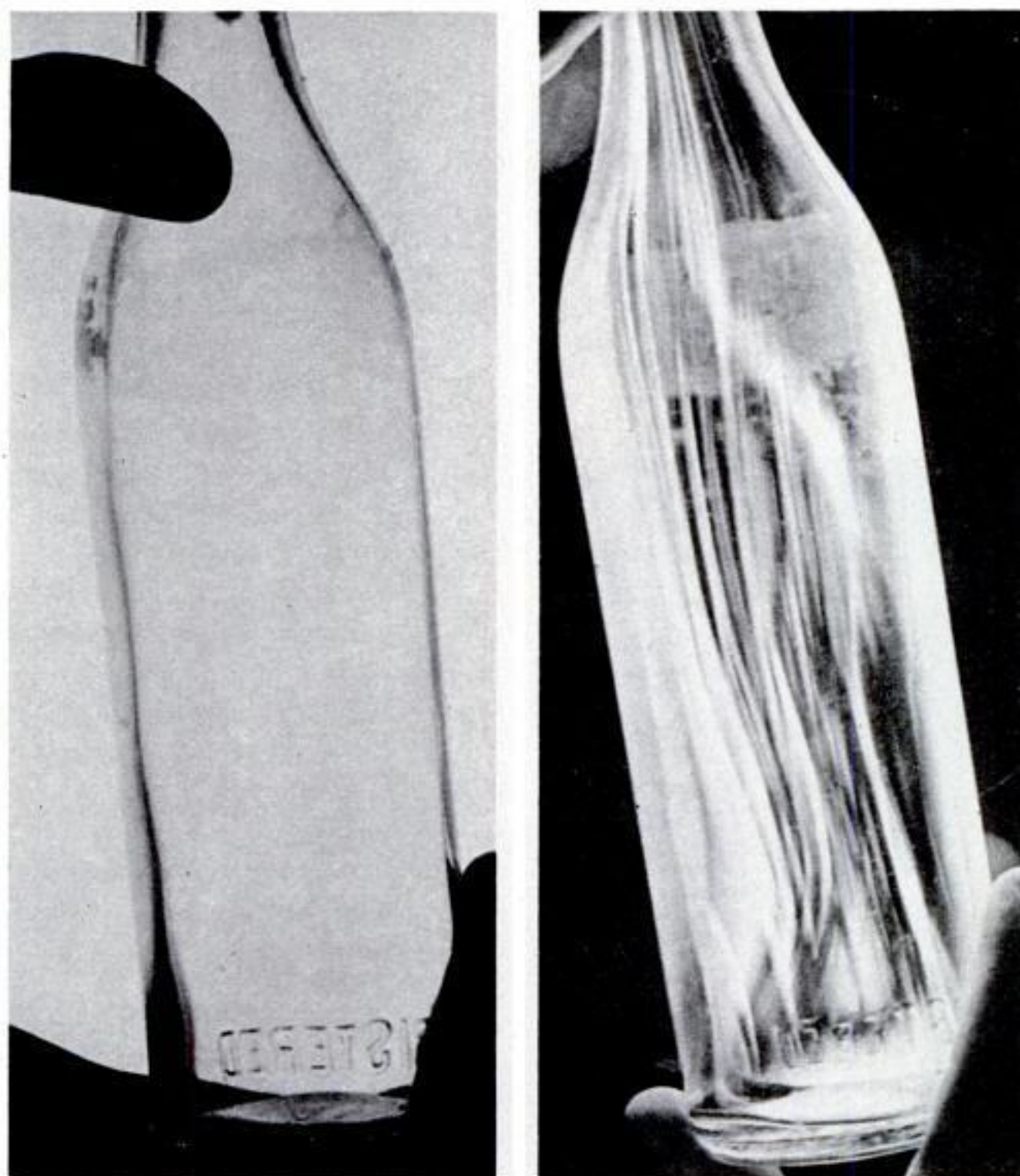
HEADLIGHTS WITH POLAROID



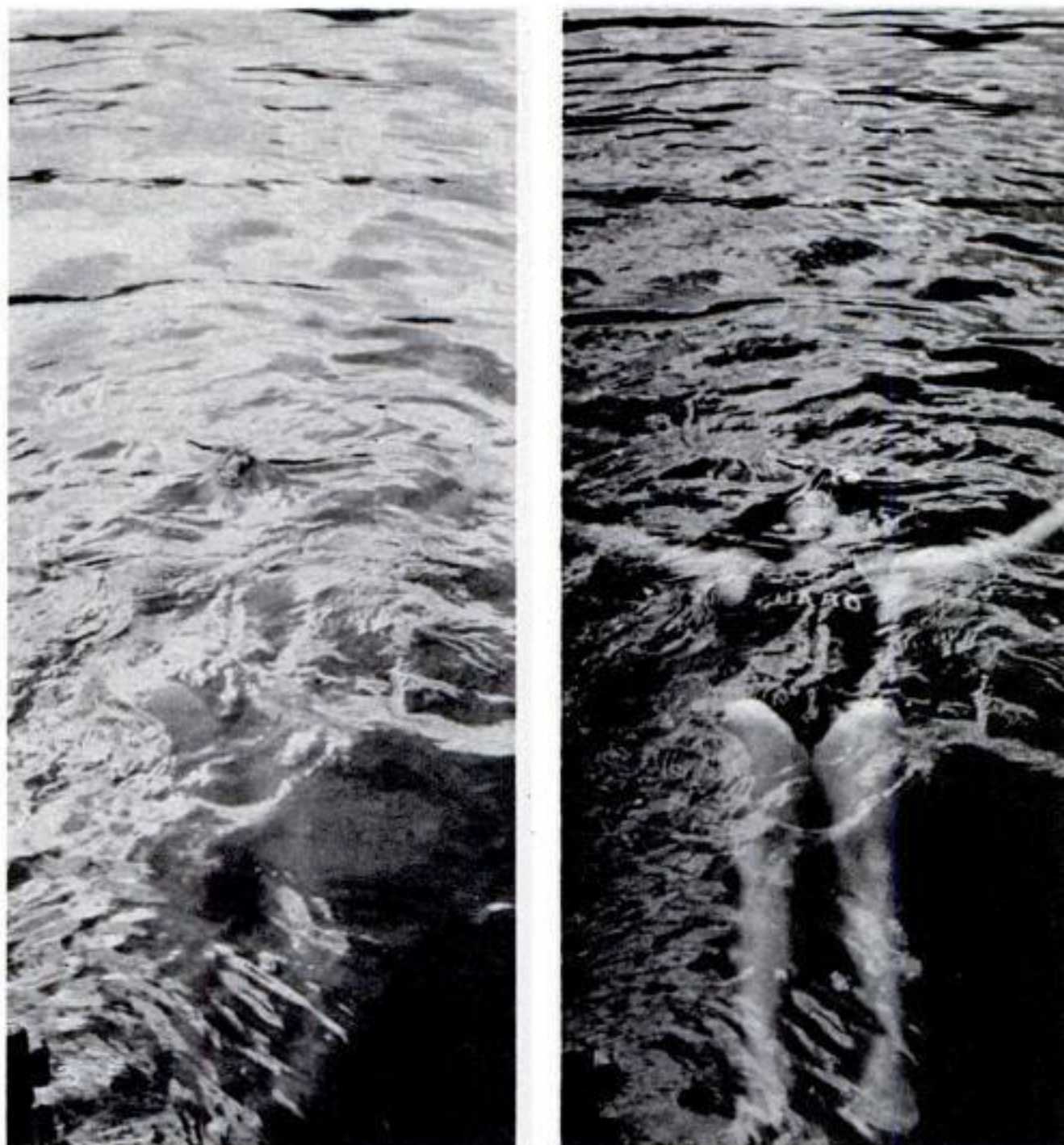


● When you want good beer just perform the easiest operation on record, with a Quick and Easy Opener.

POLAROID REVEALS THINGS THE EYE CANNOT SEE UNDER ORDINARY LIGHT



Flaws in this bottle (left) are invisible in normal lighting. Actually the bottle is a potential bomb if filled with charged beverage. When seen under Polaroid the internal strains caused by faulty annealing while the bottle was cooling show up in brilliantly colored streaks (right). This method is now used for testing models of battleships, skyscrapers, dams, etc., as well as by glass manufacturers.



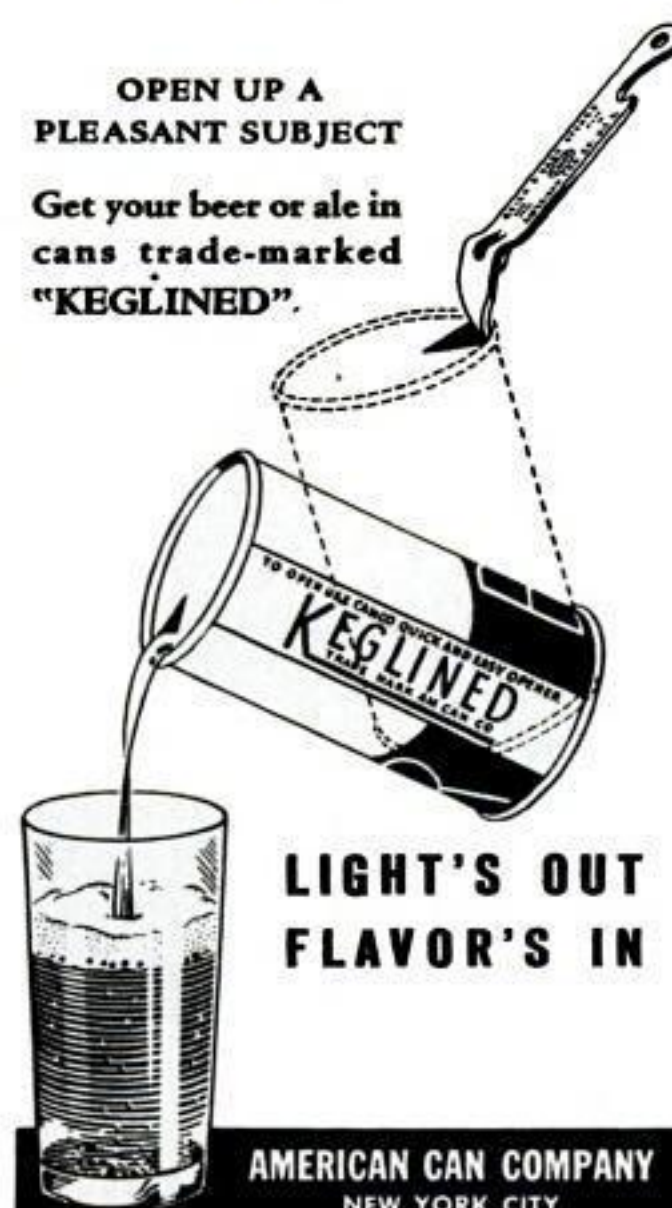
Underwater swimmer is invisible at left because the surface of the water reflects the sky. At right, you see the same scene through Polaroid glasses which eliminate the reflection glare, enable the observer to see what is going on under the water. These pictures were taken simultaneously with a double camera. Deep-sea fishermen use the same glasses to protect their eyes and see their bait and fish, if any.



● Cans are the best all-round containers for beer. Cans not only keep beer in darkness as complete as that of a brewery vat, they are easier to carry, easy to stack in your refrigerator. Then, too, each can is your personal property. No one can use it before or after. When you buy beer always say: "IN CANS."

OPEN UP A PLEASANT SUBJECT

Get your beer or ale in cans trade-marked "KEGLINED".



LIGHT'S OUT FLAVOR'S IN

AMERICAN CAN COMPANY
NEW YORK CITY

English Landscape Paintings in America

LIFE HERewith PRESENTS EXAMPLES OF THE 18TH CENTURY "ART OF LANDSKIP" FROM THE HUNTINGTON COLLECTION AS THE EIGHTH OF A SERIES SHOWING THE DEVELOPMENT OF PAINTING THROUGH THE AGES



The first of LIFE's series of colored reproductions on the history of painting published Jan. 24, 1938, took for its subject the great 18th Century English portraits in the Henry E. Huntington Art Gallery at San Marino, Calif. LIFE now returns to the same period and to the same collection to illustrate another vital development in painting, one that its early practitioners liked to call "the art of landskip."

The father of the great English school of portrait painting was a Fleming named Anthony Van Dyck. Hollanders painted the first true landscapes. It was natural, therefore, that when English painters first felt free to paint the countryside that they loved so well they should turn first to the mannerisms of Flemish and Dutch painting. But not for long. The "landskips" of Richard Wilson, father of British landscape painting, show as much Italian as Dutch influence.

Only in the case of Joseph Turner, who lived till 1851, was the work of any of the men illustrated on these pages publicly appreciated in their time. Thomas Gainsborough, rich, successful and socially sought after, turned to landscape painting as a mental emetic from the simpering socialite portraits that filled his pockets. "Old Crome" lived and died in Norfolk painting the fields around him because he knew nothing else. Constable's pictures never sold in England.

Yet in all English painting this school of 18th Century landscapists is the only one to affect greatly the art of the outside world through the technical innovations that they practiced in trying to trap with paint the lovely colors of their lovely countryside. Constable's skies and Turner's exquisite sunsets led directly to the dawn of French impressionism.

Richard Wilson

Alone of the painters shown on this page, Richard Wilson, father of British landscape, gave up a promising career as a portraitist to paint the countryside he lived in. Unappreciated by a public that adored Gainsborough, he took to gin, and died of delirium tremens in 1782.



John Crome

"Old Crome," not to be confused with his artist son, "Young Crome," was ignorant of the outside painting world, lived in Norwich, learned about painting from Dutch masters in nearby country houses. He established a distinct Norwich school of landscape.



Thomas Gainsborough

Possibly because he never tried, the elegant, wealthy Gainsborough scarcely sold a single landscape in his lifetime. Yet all his life he longed to get away from the portraitists' grind and live in the country with his viola da gamba and his sketch box.



John Constable

Born in East Bergholt, Constable, a miller's son, learned about skies while tending windmills. One of his landscapes, shown in Paris, set the famous Delacroix hastily to repainting his own Salon entry. Constable greatly affected the French Impressionists.



Joseph Turner

Still one of the world's most spectacular colorists, Turner had a passion for color stemming directly from his sooty sunless childhood. Absorption in color alone reduced his later paintings to a series of brilliant, vaporous omelets on canvas.



Richard Wilson (1714-1782)

River Scene: Bathers and Cattle, although the work of a painter who has been called "the father of British landscape," actually shows a blending of Italian and English impressions. Thus the ancient ruins and the Italian tower on the top of the hill at right are

set in a typical park-like English landscape complete with cows, goats and bathers. In order to paint landscapes like this, Wilson, who spent several years of his life in Rome, gave up his career of successful portrait painting and suffered long years of abject poverty.



John Crome (1768-1821)

The Edge of a Common was painted by Crome when he was 44. When he died only nine years later it was still in his studio, unsold. This sincere painter of trees and cattle, uninfluenced by such great English contemporaries as Turner, Wilson and Gainsborough, borrowed much from the Dutch.



Thomas Gainsborough (1727-1788)

The Cottage Door, painted for relaxation by England's No. 1 portraitist, was done around 1780 when Thomas Gainsborough was making money hand over fist with impressive portraits of England's aristocracy. The late Mr. Huntington bought it from the second Duke of Westminster in 1922.

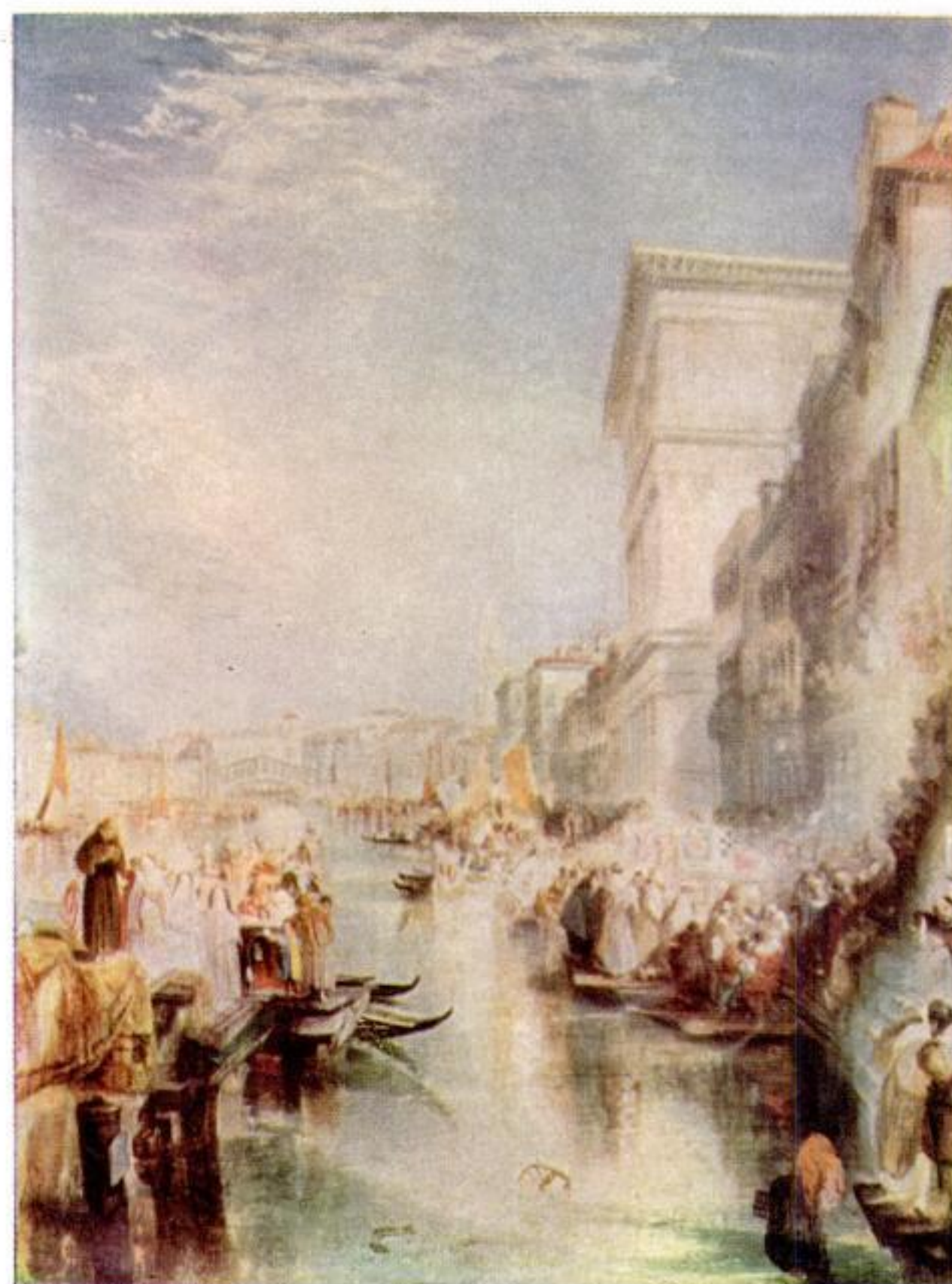


John Constable (1776-1837)

View on the Stour near Dedham was a novelty when it was painted in 1822 because it was one of the first English pictures done directly from nature in the open air. "I never worked so hard before," wrote Constable who had a passion for such detail as the pipe in the boy's mouth and the harness on the horse at left. Exhibited at the Royal Academy in 1822 and at the Louvre two years later, it, along with another Constable, was awarded a gold medal by King Charles X of France. Constable was the first landscapist to paint foliage really green.

Joseph M. W. Turner (1755-1851)

The Grand Canal, Venice: Shylock shows Shylock in crowd at lower right gesticulating as he asks Antonio for his pound of flesh. Turner who is famed for his poetic treatment of water and sky made several visits to Italy and executed vast Venetian canvases like this one which was originally in the collection of Writer John Ruskin's father. Ruskin *filis* who was Turner's executor wrote in *Modern Painters* that Turner "alone has taken notice of the neglected upper sky; he has watched its every modification, and given its every phase and feature."





England is an old and beautiful land

It is impossible to understand English landscape painting without understanding something of the Englishman's love of his land, a love that has made this damp island an almost continuous garden from Land's End to the spray-swept Orkneys.

This passion for the fields and trees around them is as old as the race. Six hundred years ago most of Europe was building great Gothic cathedrals but only the English put their cathedrals in parks. Today disturbed conditions in Europe must be very grave indeed to keep the members of the British Cabinet from their traditional country weekends.

The picture above shows Bowerman's Nose, an ancient rock formation on the

edge of Dartmoor in Devonshire, not many miles from Plymouth where many American tourists first touch England. It was past such ghostly boulders that Thomas Hardy's heroines wandered and the Hound of the Baskervilles dashed with luminous jaws. Note the neatly clipped hawthorn hedges and narrow lanes of the Devonshire fields beyond.

For all its literary allusions, Devonshire does not happen to have been as favored by landscape painters as such districts as Norfolk and the Lake Country but the Shire has distinctions of its own. Dartmoor holds England's most famous prison, and produces England's fine clotted cream, strawberries and cider.

LAMBETH WALK

from
"ME AND MY GIRL"

Courtesy Mills Music Inc., N. Y.

NOEL GAY &
DOUGLAS FURBER

Tune Uke G C E A

KEY F $\parallel d :- | 1, : 1,$

Lam - beth you've



How to do the Lambeth Walk

"The Lambeth Walk," newest dance fad of international socialites (LIFE, Aug. 29), is so simple that even Arthur Murray who makes a living teaching dancing offers to teach it free to any of his registered students who drop in for a few minutes. By following the pictures and instructions on these pages, anyone can be an expert Lambeth Walker. Pep and animation are prime requisites. Note spirited gesturing of Mrs. Sherman Jenney and Prince Serge Obolensky (inset).



1

Strut forward, side by side, with gentleman on the left for eight steps (four bars) in jaunty cockney fashion.



2

Link right arms, walk briskly around in a circle to the right for four steps, meanwhile gaily swinging left arm.



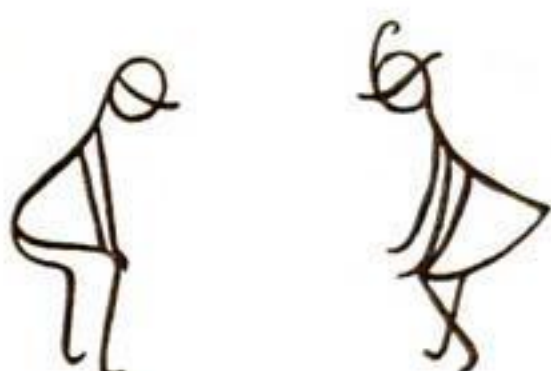
3

Quickly reverse position, linking left arms and again walking four steps spiritedly in a narrow circle to the left.



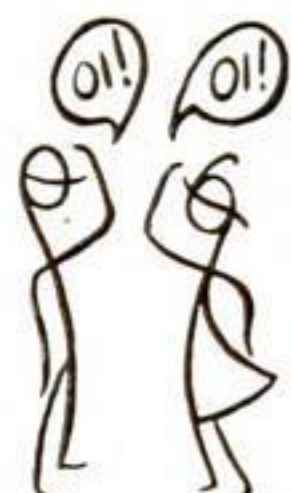
4

Repeat Figure 1 for eight steps then separate, take three steps in a narrow circle, close the heels on fourth step.



5

Facing each other, knees slightly bent, slap knees in rhythm to "do . . . in' . . . the . . . Lam . . . beth . . . walk."



6

The final gesture is to bend slightly backwards, while cocking a thumb over the shoulder, and to yell a lusty, "OI!"



1 AN-Y TIME YOU'RE LAMBETH WAY,

AN-Y EVE-NING AN-Y DAY



4

YOU'LL FIND 'EM ALL

||t.1:-.1|f :r |d :- |s : |s.s:-.1|-:s |m :d.s,|-: |s.s:-.1|-:s |f :r .1,|-: |1, :-r|-:f



2 YOU'LL FIND US ALL DO-IN' THE LAMBETH WALK



3 EV'RY LIT-TLE LAMBETH GAL WITH HER LIT-TLE LAMBETH PAL



5 DO-IN' THE LAMBETH WALK



6 011 London, E.S.



JOHN STARTS OUT FROM NAHANT... ENTERS FILENE'S AT 8:20 A.M.... GOES TO WORK IN SHIRT SLEEVES

JOHN ROOSEVELT STARTS WORK AT FILENE'S

Starting-at-the-bottom-and-working-up is a traditional but not always popular U. S. recipe for success. Three young men who didn't bother with it are President Roosevelt's three eldest sons. Jimmy was welcomed into partnership in an insurance firm. Elliott became a radio executive with little apparent effort. Franklin D. Jr. has happily combined marriage with law studies at the University of Virginia.

Last June when John Aspinwall, youngest of the Roosevelt boys, married Anne Lindsay Clark in Nahant, Mass., the public wondered what calling he would choose. He answered the question when, unheralded and alone, he entered Filene's famed Boston department store and asked for a job. His aim: to prepare himself for an advertising career. On Aug. 29, John started work in Filene's bargain basement at \$18 a week. Said he: "The sooner everybody forgets I'm father's son, the better it will be for me."

Archetype of high-pressure, cut-rate, snatch-and-scramble emporia, Filene's basement disposes of 12,000,000 merchandise units a year. Famed is Filene's automatic reduction plan, whereby sluggish articles are marked down at regular intervals, given away to charity if unsold in 30 days. Equally famed are Filene's semi-annual "Dollar Days" when \$1 or less will buy any article on view. The pictures on these pages of Filene's basement customers in action were taken by LIFE at a "Dollar Day" sale.

As stock-boy in the store basement it will be John Aspinwall Roosevelt's task to wheel crates containing new supplies for depleted counters and shelves down aisles jammed with a typical cross-section of the multitudes over whom his father presides.



THESE SHOVING SHOUTING SHOPPERS ARE SCRAMBLING

ONE DAY FILENE'S SOLD \$45,000 WORTH OF DRESSES IN A 60-FT. BULL PEN



A SINGLE DAY'S RECORD FOR MEN'S SHIRT SALES IS 15,000





FOR EVENING DRESSES AT A "DOLLAR DAY" SALE IN FILENE'S BASEMENT. EACH WILDLY GRABS WHAT SHE CAN, HOPES IT WILL FIT

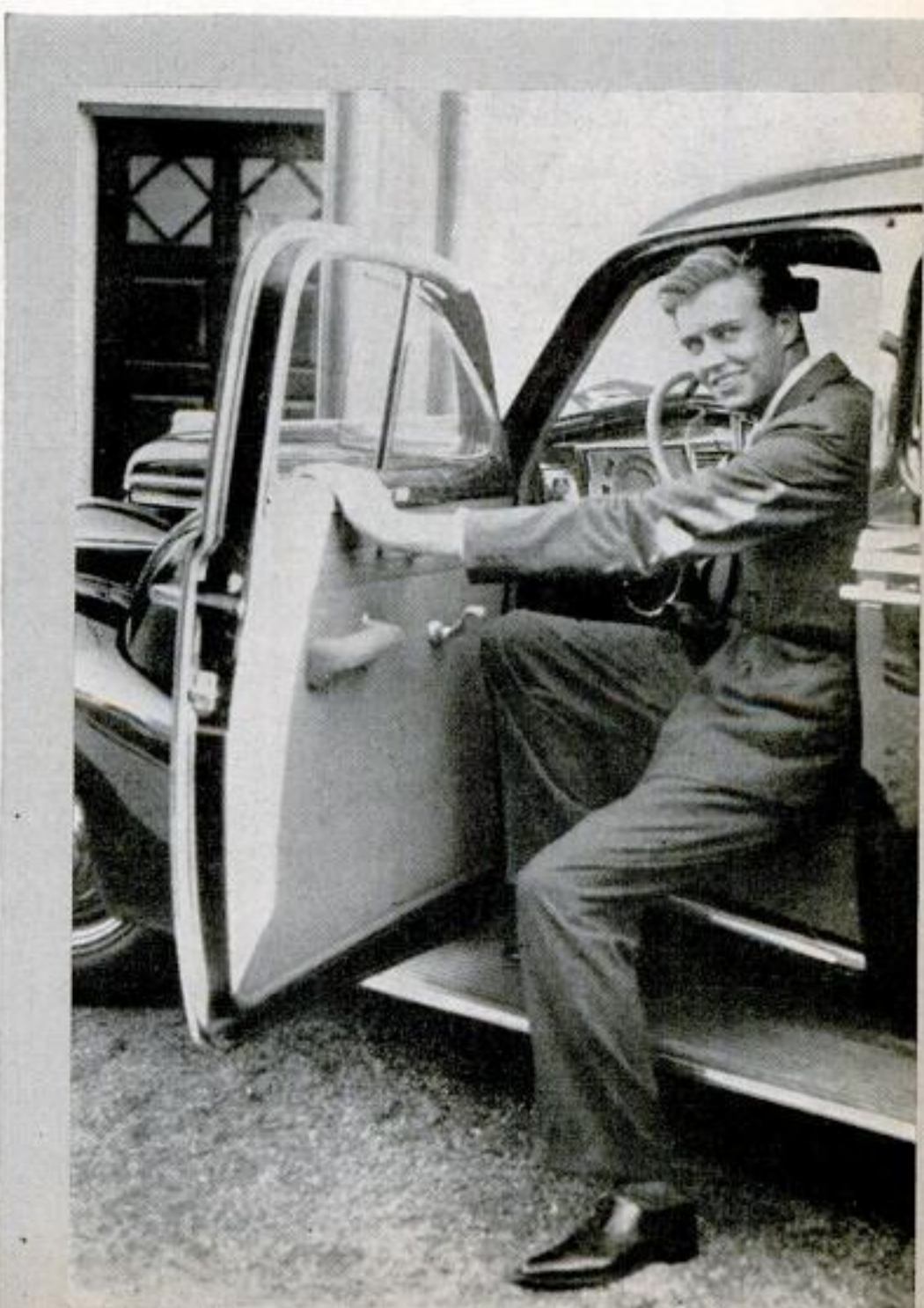
CORSET BUYERS HAVE TO DO THEIR FITTING OUT IN PUBLIC



SINGLE DAY'S RECORD FOR SHOE SALES: 16,182 PAIRS



AFTER FIRST DAY JOHN MOTORS HOME





HUNGARY'S WAR MINISTER GENERAL EUGEN RÁTZ WON MOST OF HIS 19 MEDALS IN WORLD WAR

REGENT'S BODYGUARD



ROYAL PALACE GUARDS



PALACE GUARD DRESS UNIFORM



VILLAGE GENDARME





HUNGARY

THE KINGLESS KINGDOM, WOODED BY GERMANY, CLAMORS FOR LOST LANDS

Hungary today is a potato-shaped land, just south of Czechoslovakia and about as big as the State of Ohio. To make it, the post-War peacemakers carved off a peel more than twice as big as what they left. The 9,000,000 Magyars (pronounced Modyars) left in Hungary want the peel back. Their claim is political dynamite because it is amazingly reasonable. Adolf Hitler told Hungary's Regent Horthy on Aug. 22 that Germany will help him get it back (*see p. 13*). With half a chance, Hungary would march tomorrow.

At first sight Hungary looks like a land of gorgeous musical-comedy costumes and uniforms, from General Ratz (*opposite page*) down to Prince Festetics' hereditary doorman (*right*). But behind all the braid and medals, swords and plumes are a country, a character and a cause that are anything but comic. A fierce fighting people, they are sometimes called the Prussians of the South (*see front cover*).

Nobody can understand Hungary today without knowing its history. Into the great mountain basin of the Carpathians more than a thousand years ago rode some 25,000 warrior Magyars. A mysterious, non-Slav people, they came from Central Asia. The fertile Danubian plain they found inside the natural mountain fortress was empty of all but a few human remnants of a hundred wars. The Magyars held the mountains and the plain for some 600 years, promptly turned Christian and got a crown (*above*) from the Pope more than 900 years ago. They were killed off by Mongol hordes, by the Black Death, by the Habsburgs, finally by the Turks. Habsburg generals finally drove the Turks out of Hungary in 1718, and gave the Hungarians self-rule in 1867.

After each great decimation the Magyars brought in Vlachs, Saxons, Italians, French, Cumanians, Jazygians, Ruthenians, Slovaks, Swabians, Croats, Serbs and Poles to restock their land. Still other immigrants came on the run two jumps ahead of the Turks. All mixed with the Magyars. Some turned Magyar, some kept their own languages. In 1914 it was the Austrians and not the Hungarians who caused the Dual Monarchy to start the World War. But at the post-War Treaty of Trianon the Hungarian delegates were interned in their hotel while the Allied statesmen listened only to the Serbs, Rumanians and Czechs. Of the result and Hungary's protests, British Foreign Secretary Arthur Henderson said, "The explosion is forbidden but it is also forbidden to remove the gunpowder. This may be diplomacy but it is not statesmanship."

ROYAL CROWN GUARD

POLICE DRESS UNIFORM



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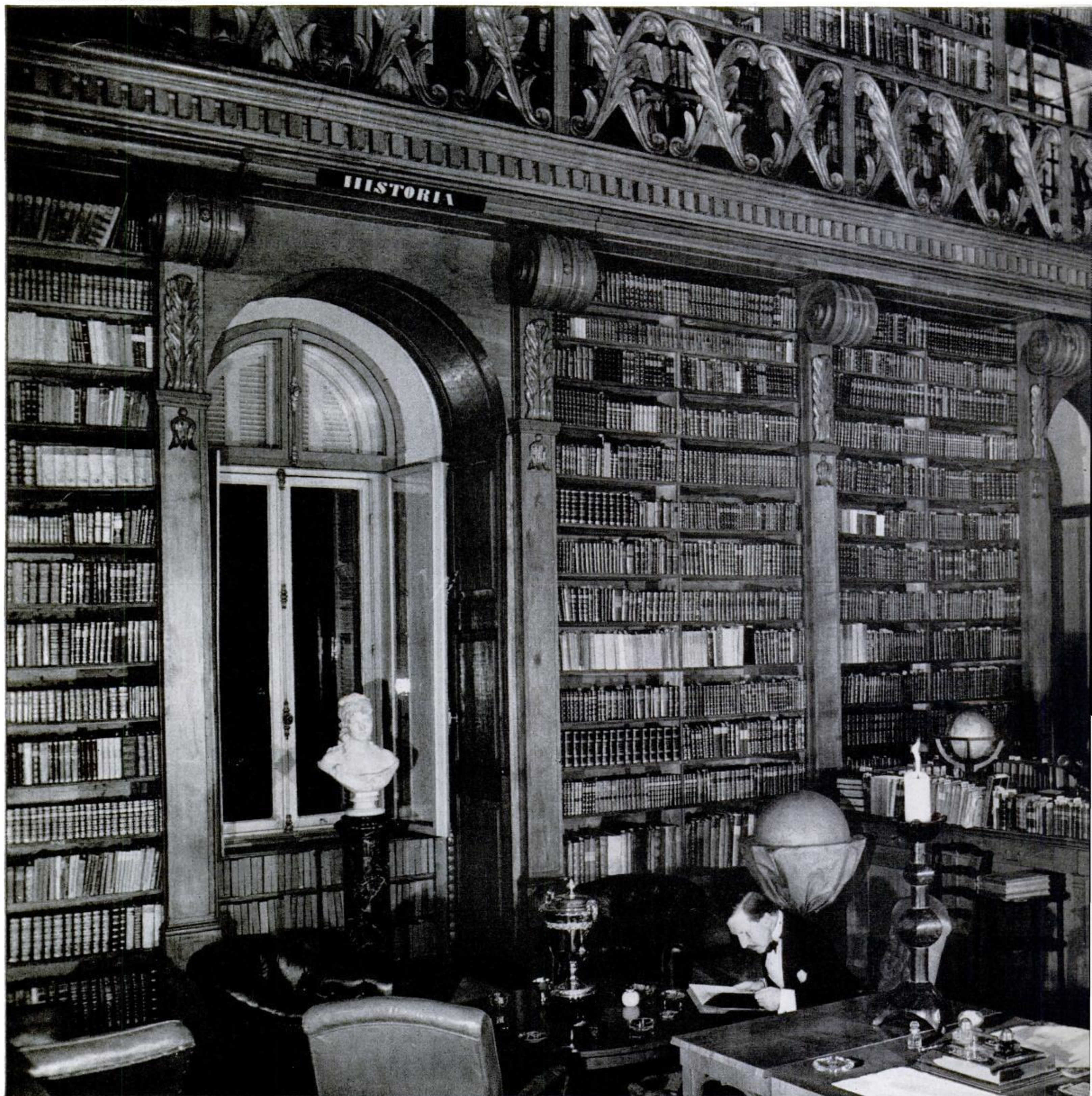
PRINCE FESTETICS & ALBUM

THE RICH LIKE CULTURE AND TRY HARD TO BE GOOD RULERS

Hungarian aristocrats live as high in these pictures by Margaret Bourke-White as did Poles in the pictures from Poland by LIFE's photographer John Phillips in the Aug. 29 issue. Hungary's non-royal Prince George-Tassilon-Joseph Festetics (pronounced Fest'-et-itch) of Tolna, lord of Keszthely, Saint George, Csurgó, etc., cousin of the British Duke of Hamilton, is one of Hungary's two biggest landowners. The fancy doorman on the preceding page guards the entrance to the Festetics castle (right), as did his ancestors before him.

Prince George owns nine great farms on both sides of Lake Balaton in western Hungary, works 500 farm laborers, 60 woodsmen. He pays them in goods, not money, treats them well, settles them in two-family houses—two rooms and a common kitchen. Because his land is in the hills west of the Danube (Transdanubia), he raises cattle and horses rather than cereals.

The only bigger landholder is Prince Paul Esterházy who owns some 100,000



IN HUNGARY'S BIGGEST PRIVATE LIBRARY, PRINCE GEORGE FESTETICS STUDIES HIS AUTOGRAPH ALBUM SURROUNDED BY 52,000 VOLUMES. HISTORY BOOKS ARE ON

acres. The other great Hungarian names are Károlyi, Széchenyi, Apponyi, Andrássy and Hunyadi. Some 1,000 of these men own one-eighth of the land. A Land Reform Act taxed them one-sixth of their land, divided 430,000 acres among some 400,000 peasants and War veterans (average of an acre apiece).

Socialism is sternly suppressed among the peasants but genuine reforms have been carried out under an iron paternalism. Peasants are allowed to vote, but openly by acclamation. (Townspeople get the secret ballot.) Nearly 50% of the land is held in units of less than 50 acres and the peasants eat fairly well, keep clean, sleep in good feather beds.

Prince George's social set numbers many members of Hungary's House of Lords (House of Magnates) which has only slightly less power than its Lower House. Many upper-class Magyars are openly or secretly members of the fraternal TESZ or Awakening Magyars, sworn to reclaim Hungary's lost provinces.



SHELVES AT LEFT, BOOKS ABOUT MUSIC ON SHELVES AT RIGHT



HUNGARY

FESTETICS CASTLE BUILT IN 1650 AT KESZTHELY IS AS BIG AS VERSAILLES



PRINCE & NEW PRINCESS FESTETICS (ABOVE). NEW FESTETICS MAUSOLEUM (BELOW)



CONTINUED ON NEXT PAGE



THE FLAT HUNGARIAN PLAIN PASTURES SOME 900,000 HORSES

THE HUNGARIAN PLAIN IS FULL OF ANIMALS

Some 60% of all Hungary is cultivated land. Another 20% is meadow and pasture. This amazingly high percentage of useful land makes Hungary a food reservoir, just what the crowded industrial Germans need. Hungary exports great quantities of cattle, pigs, sheep, horses, geese, pork-fat, wool, feathers, flour and wheat. The Hungarians avidly try to use every available inch of the land. Today they worry about flood control, because the wooded headwaters of their rivers now belong to other nations. Much of the Hungarians' indignation is based on the fact that their old country was a natural geographical unit. The rivers they lost to Rumania and Czechoslovakia flow away from those countries' capitals and right back into Hungary. If they strip off the trees, Hungary gets the floods.



Windbreak of rushes keeps the dry wind of the plains from the cooking meal of these Hungarian shepherds, cloaked in sheepskins. Hungarian lamb goes mostly to France.



Stallions are bred by the Government to raise the Hungarian stock, which is largely light-blooded English-stock

horses. The State stud farms also raise Arabs and Muraközi draught horses. Model State farms teach modern methods.



Shepherds roll up in their sheepskin cloaks on the plain at night-fall. Since more than half of the Hungarians are farmers, shep-

herds, cowboys or farm workers, they do their jobs fairly well. Peasants often incline to Slav or Saxon blondness.



Hungarian donkey looks amazed at horseplay. The Hungarians are as enamored of animals as are the English.

CONTINUED ON NEXT PAGE



HEAD MAN OF KINGLESS KINGDOM OF HUNGARY IS ITS "REGENT"—ADMIRAL NICHOLAS HORTHY DE NAGYBÁNYA WEARING HABSBURGS' MARIA THERESIA ORDER FOR VALOR

HUNGARY IS A ONE-MAN COUNTRY—HORTHY

The 70-year-old sailor without a navy who now rules Hungary in the absence of a hypothetical king is the only politician who matters in that country. Simple, puritan Nicholas Horthy insists on wearing his admiral's uniform though Hungary has not even a seacoast. In the War he fought and was wounded at Otranto, Austria-Hungary's only real naval battle. Last month Adolf Hitler let Horthy's wife christen a new German cruiser named for Horthy's Wartime flagship, the *Prinz Eugen*. Horthy controls Hungarian laws through the House of Lords to which he names 43 members outright, many more indirectly. But Horthy cannot veto laws. His followers of the National Union Party absolutely control the Lower House.

In 1919, during the Red and White Terrors of the civil wars, he came riding into Hungary on a white horse. He has ruled Hungary ever since, kept out both Habsburgs and Nazis so far. Above, he holds blank sheets of paper.



ADMIRAL HORTHY'S NAVY IS FOUR OF THESE RIVER PATROL BOATS

HUNGARY



To Austria went Hungary's Burgenland by Treaty of Trianon, mainly to keep Hungary and Austria angry at one another.



To Czechoslovakia was given Ruthenia and Slovakia, including Pozsony, Hungarian coronation and parliament city.



To Yugoslavia, heir of pre-War Serbia, went Slavonia and Croatia, where the Hungarians stood off the Turkish hordes.



To Rumania went Hungary's Transylvania, memorialized in Budapest. Here is Arad, capital of 1849 Hungarian revolt.



HUNGARY IS RIPE FOR NAZIS BECAUSE OF TRIANON TREATY

There is only one real political platform in Hungary—the return of its Lost Provinces, memorialized in stone at left. That too is the platform of all the Hungarian Nazis. No. 1 Nazi is Major Ferenc Szalasi (*below*) who is now in jail. Notice that the shape of the framed lace behind him is repeated on the Hungarian hill-side below him. It shows old ("Historic") Hungary, whose core is new ("Dismembered") Hungary. The map shows the terrain. Hungarians claim that a plebiscite would give them back everything from the Sava River to the mountain tops on the East and North.

Woodrow Wilson's Principles were turned into a "parody" by the post-War Treaty of Trianon. He knew little about Eastern Europe. At the War's end Czechs, Serbs and Rumanians claimed their reward for Allied support and were paid off with Hungary. They asked for more than they hoped for, got it and asked for still more. They did not dare to hold a single plebiscite in the areas transferred.

Land was parceled out for strategic French reasons, to give Czechoslovakia a border with Rumania, to give Rumania mountains dominating Hungary, to landlock Austria and Hungary. Hungary lost 4,000,000 Magyars and 9,000,000 descendants of immigrants who spoke Magyar as a second language. Excuse was "self-determination of peoples." Sample of the result is Yugoslavia where Serbs now rule Slovenes, Croats, Bosnians, Magyars, Turks, Montenegrins, Vends, Rumanians, Albanians, Italians, Greeks.



HUNGARIAN NAZI LEADER SZALASI



"SHALL THIS REMAIN? NEVER!"



The long-horned cattle of Hungary do heavy farm work. Here the teams on one of the farms of Prince Festetics

(see p. 52) line up for work. These are a product of the Hortobágy (eastern district), are better workers than the

Swiss and Simmenthal cattle kept for milk. The Hungarians plant poplars and acacia to stop soil erosion and wind.



Buxom girl in Buják peasant dress plumps out her pleated skirt with 15 underskirts. This handmade lifetime outfit is naturally only for Sundays.



THE SOUL OF HUNGARY IS THE PLOUGH AND SWORD

The culture of Hungary is that of farmers, shepherds and soldiers. No other country in the world is so uniformly designed and used for wheat and cattle. The quaint clothes of the peasants are a sad revelation of the fact that everybody wears exactly what his fellow-villagers wear. But the Magyar middle and upper classes are pathetically eager to master the complex wonders of industrial civilization, are proud of their artificial-surf pools, their gadget-crammed night clubs. Culturally, they have generally looked past Germany, toward England, France and now the U. S. Oddly they got their kings from Anjou where England got hers and were close behind the English in getting a constitution and a parliament.



On the shores of Lake Balaton the long-horned Transylvanian cattle of Prince Festetics take their ease. The bull

is bad-tempered, hence wears knobs on his horns. A bull is worth \$800. Small farmers cannot afford them, raise pigs,

The Hortobágy, Hungary's great pasture land, is shown below. Notice the primitive well and, behind the sheep,

a flock of geese. Near here are the small estates of Hungary, the land of shepherds. A mirage can often be seen.



PEASANT GIRL PUTS ON ALL PETTICOATS FOR SUNDAY.



MANY PETTICOATS ARE A FEMALE SIGN OF WEALTH

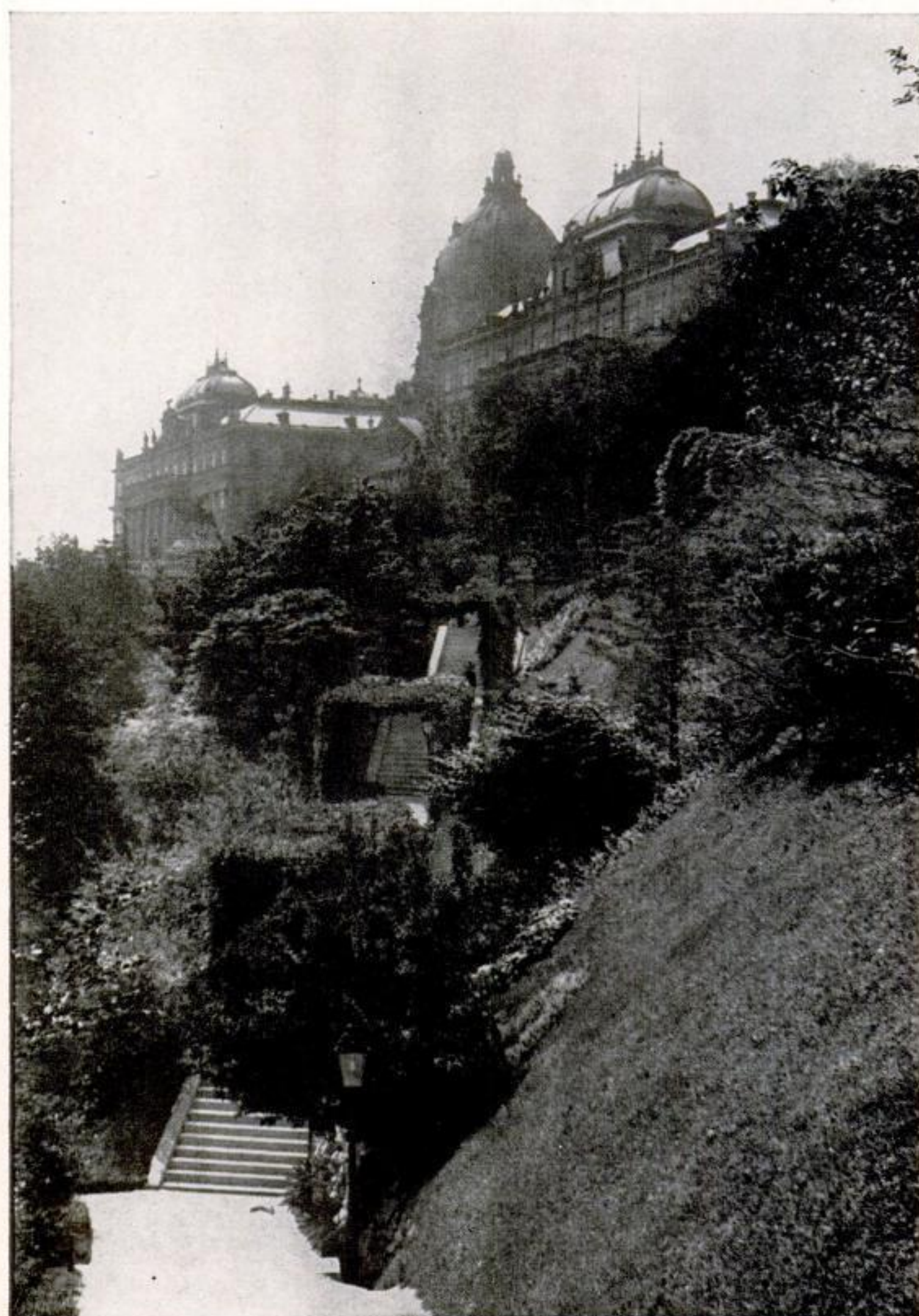


ALL HER PETTICOATS MAKE HER SKIRT FLARE OUT

CONTINUED ON NEXT PAGE



BUDAPEST IS TWO CITIES—BUDA ON THE LEFT, PEST ON THE RIGHT. IN BUDA, THE OLD TOWN, ARE MOST OF THE GOVERNMENT MINISTRIES AND SMART RESIDENCES.



The Royal Palace from the river side rises on the site of the fortress-castle of the old Magyar kings. This walk is a public park. There is also a cable-car railway up the long hill.



Parliament is covered with old kings' statues. House of Lords meets in wing at left; the Lower House in the wing at right. Hungary is a constitutional monarchy without a king.



Swankest pool in Budapest is the St. Gellért Hotel's which is very proud of the artificial waves that every few minutes wash it. A dance band plays in the center, background.



IN PEST ARE THE BUSINESS SECTION, FACTORIES, OFFICES, HOTELS, AND MOST OF THE MILLION CITIZENS OF BUDAPEST

BUDAPEST THE CAPITAL STRADDLES BROWN DANUBE

The city above is the capital of Hungary—Budapest, one of the most superbly placed cities in the world. You are looking approximately north. To the left of the Danube is Buda, the old city, seen from the summit of Mt. Gellért. To the right is the modern city of Pest. Of Budapest's six bridges, the two shown are the Széchenyi in foreground and Margaret which leads to the great resort island of St. Margaret. The foreshore at right is the famed Corso promenade, running past the smart Hotels Dunapalota-Ritz, Hungaria, Bristol and Carlton, catering chiefly to the English. At lower right is a men's floating swimming pool moored in the muddy, swift-flowing Danube. There is a women's pool on the opposite bank.

The big building on the left is where Regent Horthy lives—the Royal Palace where the 900-year-old Crown of St. Stephen is kept. The spire behind it is the Coronation Church. Between the Palace and the Church are most of the Government buildings, officers' homes and the parade ground of the Royal Guards. In the background are the hills of Buda, along whose flanks are the villas of the rich.



"The Holy Right" means the holy right hand (inside fancy box above) of St. Stephen, Hungary's first King (right). When they dug him up 45 years after his death, his right hand was miraculously intact.





MUCH OF FOUR DAUGHTERS' BEAUTY COMES FROM PRISCILLA, LOLA AND ROSEMARY LANE AND GALE PAGE (SECOND FROM LEFT) WHO ACT THE MUSICAL LEMP SISTERS

MOVIE OF THE WEEK:

Four Daughters

Warner Bros. take a gamble on new starlets

"My business is making pictures, not advertising them," wrote Jack L. Warner, production vice president for Warner Bros., in full-page New York newspaper ads on Aug. 17. He then proclaimed *Four Daughters* as "a picture destined to fulfill every promise the motion-picture industry has ever made to the public."

Movie magnate Warner has ample ground to be proud of the picture with which he opens his 1938-39 season. Its plot by Novelist Fanny Hurst, famed for *Humoresque* and *Imitation of Life*, is quiet, simple, sometimes sentimental. But its love stories of the four musical daughters of a musical father are related with so much charm and touching humanity by a group of new young actors—some of them here featured for the first time in films—that it emerges as a distinct triumph for Hollywood. At least two of its newcomers, Priscilla Lane and John Garfield, are clearly headed for top-rank stardom.

Four Daughters has significance beyond its pictorial charm. Its happily fulfilled trust in fresh faces may encourage other studios to develop new talent. Its absence of great spectacle and glitter may induce other producers to rely more heavily on sound human narrative, good characterization and beautifully photographed records of everyday life. Its box-office success, coming fast on the heels of similar hits such as *Alexander's Ragtime Band* and *Sing You Sinners* (LIFE, Aug. 15, Sept. 5), indicates that the movie industry, recovering from its slump, may count on revived support in the season it started Sept. 1 with a \$1,000,000 publicity campaign.



Gate swinging under apple blossoms is prelude for a romance between Ann (Priscilla Lane) and Composer Felix Deitz (Jeffrey Lynn). After a sad interlude, they reunite on this gate.



IN A FLOWER-STREWN MEADOW, THE MUSICAL LEMPS HOLD THEIR SPRING PICNIC AT WHICH SOME OF THE GIRLS FIND LOVE, OTHERS DISAPPOINTMENT

"FOUR DAUGHTERS" AND THEIR FOUR YOUNG MEN



Ambitious daughter Thea Lemp (Lola Lane) wants money and comfort. She marries a kindly business man who is not too bright.



Oldest daughter Emma (Gale Page) loves the composer, though a florist courts her.



Youngest and prettiest daughter Ann wins the composer's love at the family picnic. She prepares happily for wedding to him.



Ill-starred Mickey Borden (John Garfield) brings trouble to the Lemps. A friend of the composer, he falls in love with Ann.



For Emma's sake, Ann runs away from Felix on her wedding day, marries Mickey.



Mickey's suicide and Emma's betrothal to the florist leave tragic Ann free to marry the composer when he returns for her.

THE THREE LANE GIRLS MAKE GOOD

THEY ARE HOLLYWOOD'S BEST SISTER ACT



PRISCILLA, LOLA, ROSEMARY

In Indianola, Iowa, they are known as Dr. Mullican's girls. Originally there were five of them. First to leave home was big sister Dorothy Mullican who, at 16, joined Gus Edwards in vaudeville, became known as Lola Lane. Sister Leota soon joined her. When Lola became a feature player in *SpeakEasy*, her first sound film, Indianola rode to the Des Moines premiere in a "Lola Lane Special" train. Happiest passengers on it were the two youngest Mullican sisters, Rosemary and Priscilla, who

brought sandwiches with them, sat through four straight showings.

Soon after, Rosemary and Priscilla, aged 16 and 15, were singing for Fred Waring's Pennsylvanians. They felt they were getting somewhere when, in Philadelphia, great Conductor Leopold Stokowski came backstage to congratulate them. They were sure of it when Waring took them along to Hollywood for his film *Varsity Show*.

In Hollywood the Lane sisters had, like most newcomers, their many ups and downs. Lola suffered two unhappy marriages—to Actor Lew Ayres and Director Al Hall—and two divorces. Rosemary played leads to Dick Powell, Priscilla to Wayne Morris with whom she had a brief romance. The fifth Mullican sister, Martha, married and settled down in Auburn, Ill. Mother Mullican joined the Hollywood Mullicans. With her youngest pair she took a rambling house overlooking San Fernando Valley. (Lola had her own house a mile away.) Leota meanwhile returned east to the Juilliard School of Music to study for a grand opera audition at the Metropolitan.

Now featured in *Four Daughters* as the affectionate musical sisters they have always been in real life, the three Lanes present such an engaging picture of American girlhood that their future is assured.



ROSEMARY LANE GOES WADING WHILE PRISCILLA TAKES A DIP (RIGHT)





By golly, Elmer, we hope you choke... and we think you will!

US: Elmer, you really ought to know better, buying a shirt like that!

ELMER: Hey, what's the matter with you? That's a good-looking shirt.

US: It's a good-looking shirt *now*. But wait till it goes to the laundry a few times. You know what will happen to it?

ELMER: No, what?

US: The cuffs will disappear up your sleeves like cards up Houdini's. The collar will get smaller and smaller. And you, Elmer, will either choke to death or give the shirt to your wife for dustcloths.

ELMER: Now wait! I thought of that. Look, it says right here "pre-shrunk." How about that, hey?

US: Think back, Elmer. Remember that shirt you gave to the ashman last week? Remember it said "pre-shrunk," too?

ELMER: Hey, I believe it did. Say, what's a guy going to do about this business of shrinking, anyway? Give up wearing shirts?

US: Certainly not. All you have to do is look at the shirt and be sure that, somewhere on it, it carries the words "Sanforized-Shrunk."

ELMER: What's so wonderful about Sanforized-Shrunk shirts? I bet they shrink like the others.

US: You lose, Elmer. The Sanforizing process is unlike any other, and we have 195 patents to prove it.

The very *most* any Sanforized-Shrunk fabric can shrink is a measly 1%, by *Government standard test*! That's a shrinkage so small that Sherlock Holmes himself couldn't detect it. Incidentally, Elmer, that 1% figure has been confirmed in print by Good Housekeeping Magazine.

ELMER: Gee, that sounds swell. But aren't just the higher-priced shirts Sanforized-Shrunk?

US: Not any more. Many different makes, at many different prices, are now Sanforized-Shrunk, from inexpensive work shirts to the finest oxfords.

ELMER: But they don't carry shirts marked "Sanforized-Shrunk" in this store.

US: Then try another... Wait, what's your hurry?

ELMER: I gotta go give my wife fits. I just remembered she bought that last "pre-shrunk" shirt!

"And Elmer! Yoo-Hoo! Tell your Wife—"



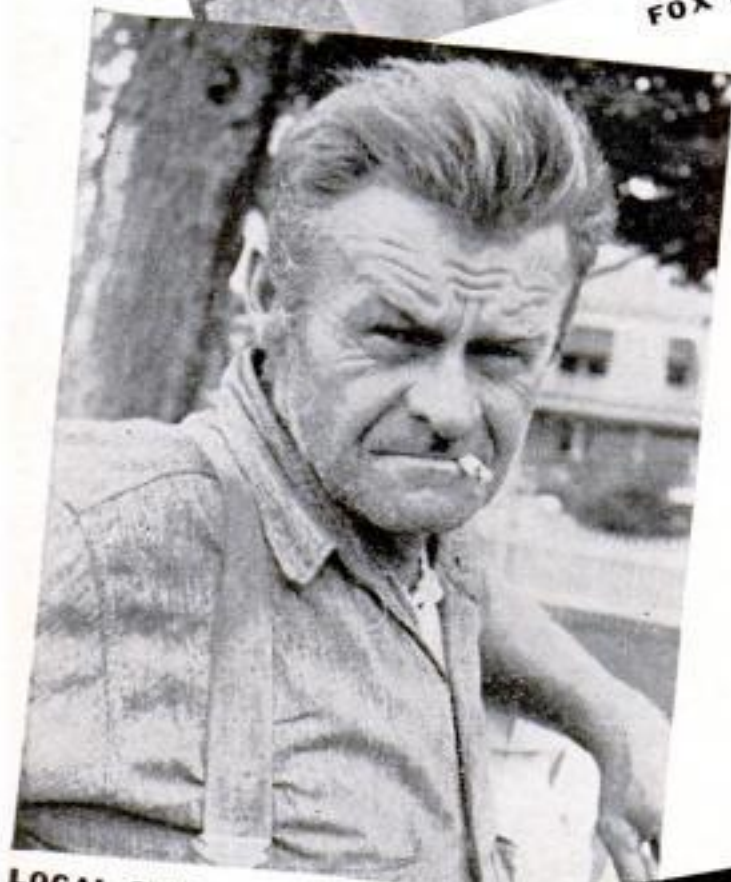
Shrinkage troubles are over for her, too! Tell her to look for the words Sanforized-Shrunk whenever she buys anything made of cotton, linen, or spun rayon.

- Women's Dresses
- Nurses' Uniforms
- Men's Shirts, Slacks, Work Clothes
- Children's Garments
- Slip-Covers and Draperies

To be sure of permanent fit... look for the words... Sanforized-Shrunk



FOX HUNTER



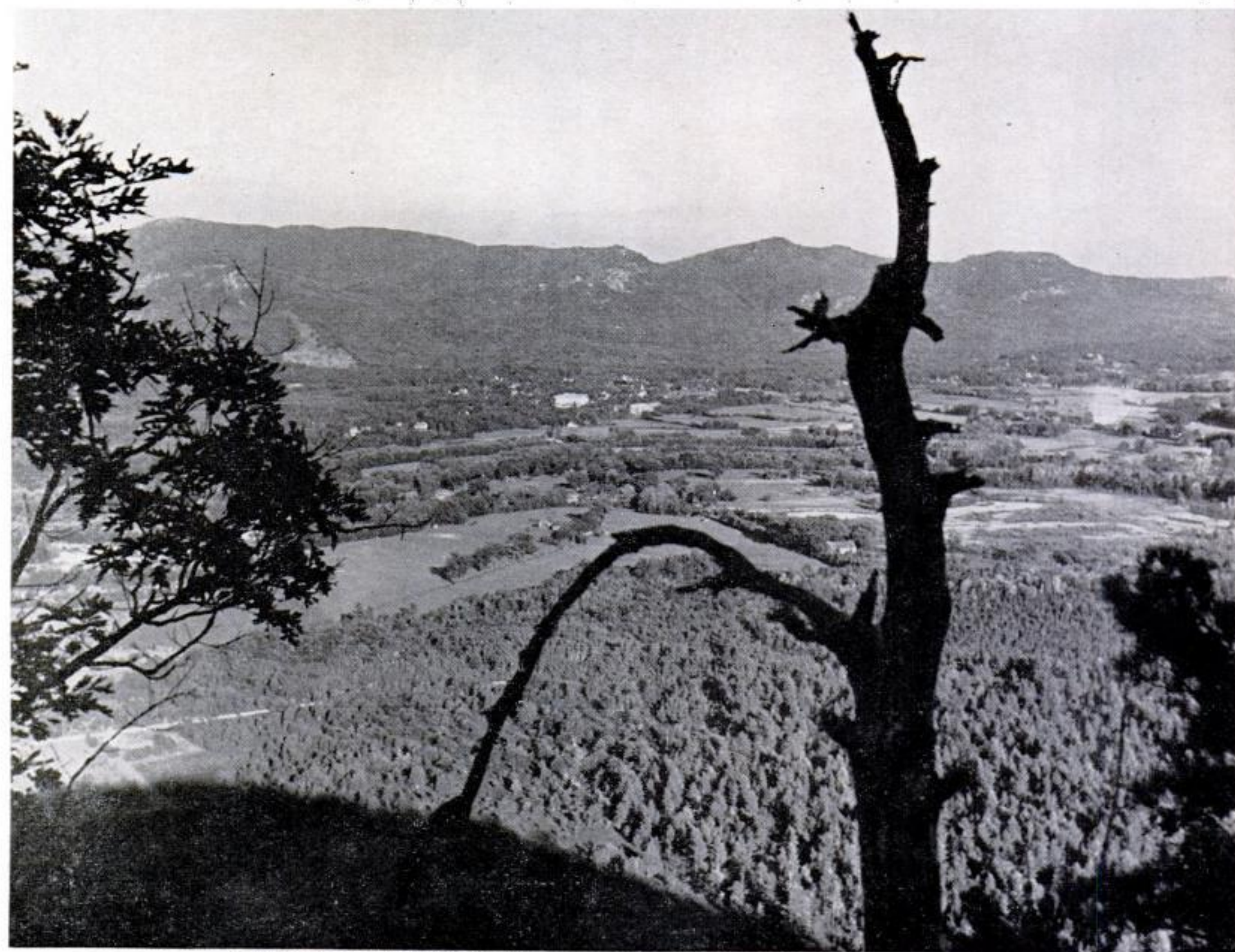
LOCAL SPECTATOR



VISITING RIDER



LOCAL TEAMSTER



NORTH CONWAY NESTLES IN WHITE MOUNTAINS. BIG WHITE BUILDING IS HOTEL

Life Goes to a Party

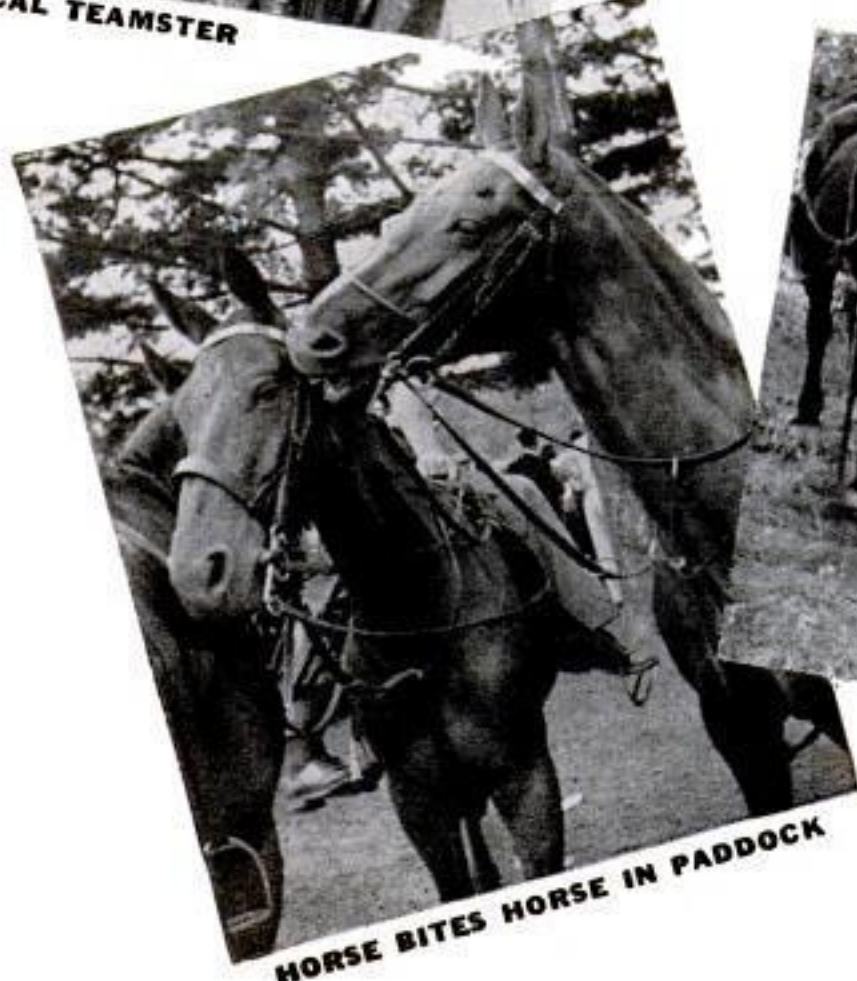
At North Conway, N. H., where a New York bank president was born

Able president of the Manufacturers Trust Co. of New York City is Harvey Dow Gibson. Banker Gibson was born 56 years ago in North Conway, N.H., a fact that he has never forgotten. To honor his father and mother, this small-town-boy-who-made-good-in-the-big-city spent \$40,000 rebuilding a business block in the center of North Conway, which, because of its deep snows, boasts what he believes are the only steam-heated gutters in New England. To make North Conway self-supporting, Mr. Gibson touts it as a year-round vacation resort. He bought and refitted its tourist hotel (called the Eastern Slope Inn) and acquired half a mountain to protect its famed ski runs.

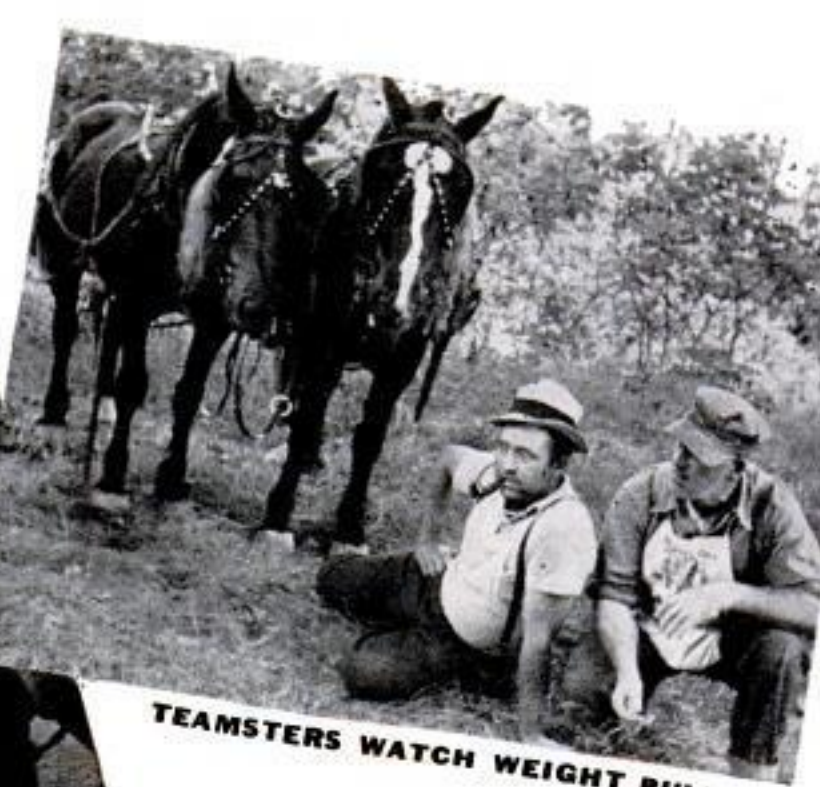
To bring North Conway to the attention of his friends Mr. Gibson last month financed and organized a horse show and summer festival there. To make the party a success he brought the Meadow Brook fox hounds, of which he is joint master, up from Long Island, and recruited a soft-ball team from his New York bank. He persuaded dozens of Long Island's hardest riders to come up for the horse show. Local innovations included a barrel race on donkeys for children, and a weight-pulling contest for local draft horses. Properly democratic, Mr. Gibson's North Conway Party was a happy mixture of socialite visitors and sturdy natives who "knew Harvey when..."



HOST GIBSON AT PLAY



HORSE BITES HORSE IN Paddock



TEAMSTERS WATCH WEIGHT PULL



YOUNGEST ENTRY IN THE SHOW



"SUMMER SLALOM" RACE ON DONKEYS

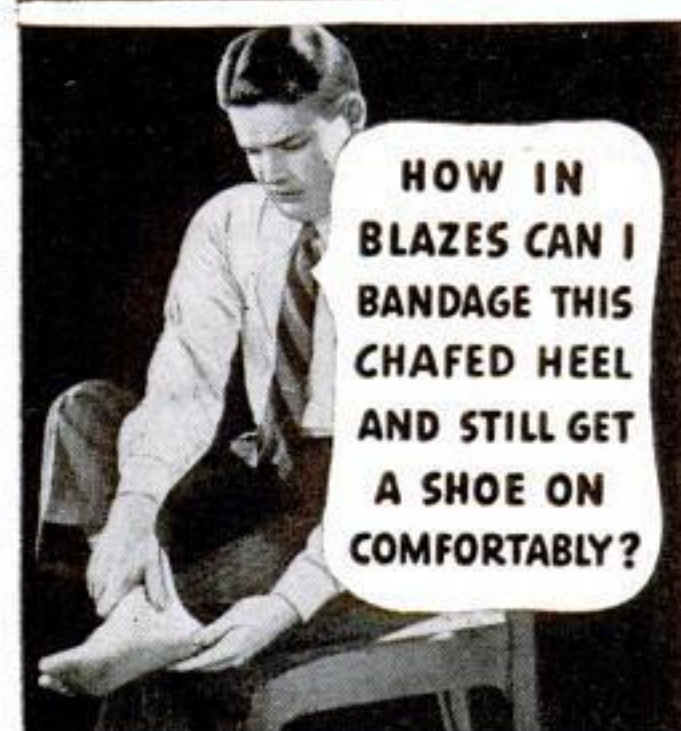


Waiting for the start of the teamsters' weight pull, this competing team of dobbins stands idle. The object of the game is to see how far a single horse or team can drag one and a half times its own weight in local granite blocks in three minutes flat along a dirt road.

Gee-up! A crack from Teamster Ernest Webster's whip and this shaggy-fetlocked pair of farm horses strain their shoulders to pull a ton and a half of Conway granite down a sandy road a short distance from the horse-show ring. Natives considered it the main event.



CONTINUED ON NEXT PAGE



Life's Party (continued)



A surveyor's tape was used to measure the weight pull. The \$15 first prize for teams went to Earl Shirley, whose horses pulled 2,930 lb., 70 ft. in three minutes.



Single horses were able to pull one and a half times their weight much farther than teams. Earl Shirley won this too, with a horse that pulled 1,965 lb., 215 ft.



HOW a New Deal administered by Socialists is maneuvering Sweden into an unprecedented boom—without troubling business confidence and almost without debts—is told in FORTUNE for September—an issue in which you will also find:

Canada
Corn Products Refining
Women's Hats
Talent Agency
Polaroid
Curtiss-Wright
Business-and-Government

FORTUNE is sold by subscription only at 330 East 22nd St., Chicago. The price is \$10 the year

Hearing Ease



...with New Principle
Western Electric
HEARING AID
Ortho-technic Model

USERS say the new Audiphone is remarkable!—that they now hear clearly in group conversation; hear in any position, even lying down. They say it widens their hearing circle; gives them natural tone, greater volume.

Based on new principles in hearing aid design—assembled after Audiometric tests to meet your exact needs—this latest achievement of Bell Telephone Laboratories will help you. Try it!

GRAYBAR ELECTRIC CO., Graybar Bldg., New York.
Please send details on New Western Electric Audiphone
(Ortho-technic Model) and name of nearest dealer. LI-37

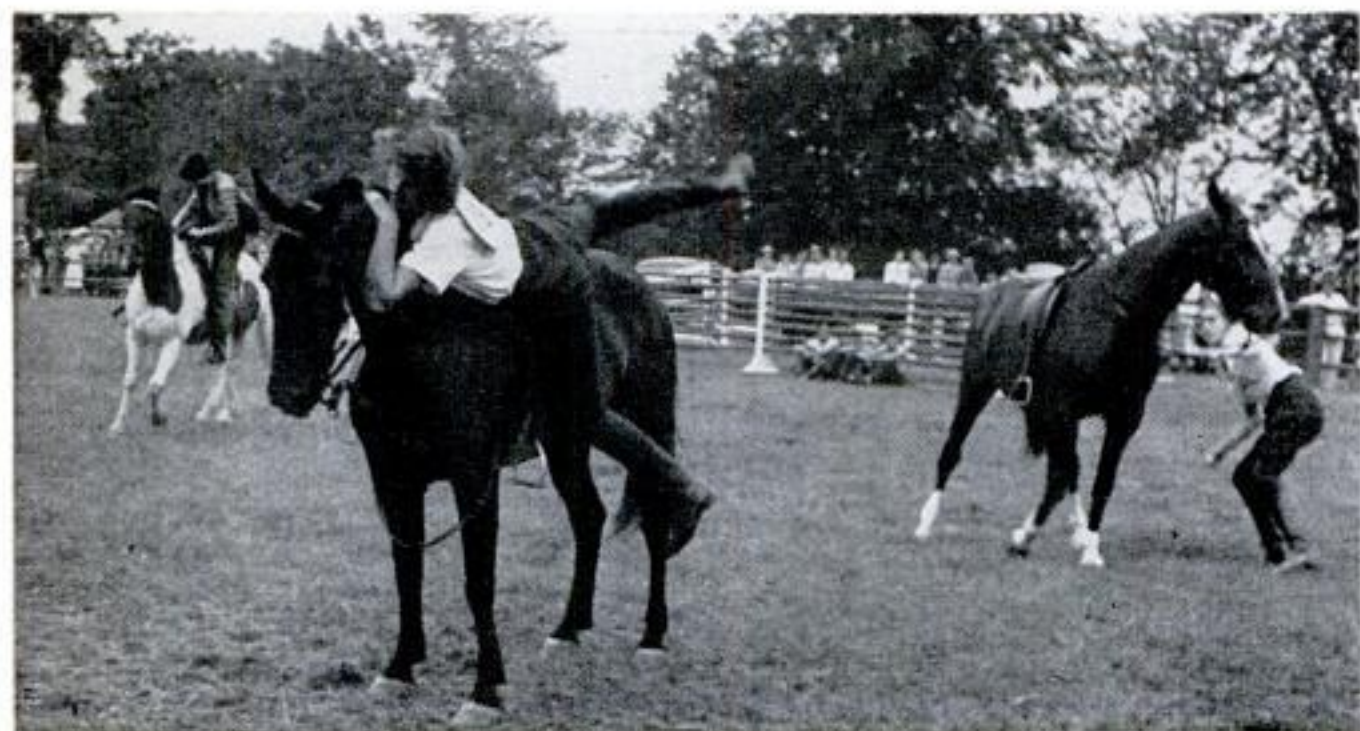
Name.....
Address.....
City.....State.....



Capt. Theodore Galiza, Russian riding master, takes the triple bars in a manner he would not recommend to pupils. Capt. Galiza has collaborated on books on riding.



Joan Hudson, 4, was the youngest entry. Here she is spruced up for the children's class by her mother who runs a nearby summer camp. The pony's name is Mitzi.



Sliding off pony to pick up golf ball and remount is Margaret Black from Tamworth, who later won a silver cup for horsemanship from indefatigable Banker Gibson.

LIFE



AGNES MOOREHEAD

...ON THE AIR!

EVERY FRIDAY at 9:30 (E.D.S.T.)

LIFE brings you the new series of The March of Time—over WJZ and coast-to-coast NBC network.

AGNES MOOREHEAD



MADAME CHIANG KAI-SHEK

—Opera singer, ballet dancer, author, composer, teacher of English Literature, actress on stage (6 Broadway plays, leads in 4), radio (3,000 times on air), Educ. B.A. (Muskogum), M.A. in English Literature (U. of Wisconsin), Graduate Librarian (U. of Wisconsin), Graduate, Amer. Academy of Dramatic Arts. Daughter of late John H. Moorehead, D.D., author, teacher, theologian; niece of W. K. Moorehead, archaeologist (*Who's Who in America*, p. 1752); third cousins: Conan Doyle, Eugene O'Neill.



DUCHESS OF WINDSOR

The Poignant, Tragic Simplicity of Madame Chiang Kai-shek, wife of China's dictator, the gay sophistication of "Wally," the Duchess of Windsor, the ebullient energy of Eleanor Roosevelt, or the pathos of plain Yetta Rothberg of the Bronx—Agnes Moorehead, who plays these and many another part in *The March of Time*, is acknowledged as radio's most sensitive, most versatile, and most authentic artist in re-creating the characters of living women. A familiar sight in *The March of Time* studio is Agnes Moorehead listening in tense concentration (above) to a recording of one of the voices she is to reenact, following it with her own voice, learning inflection and accent, perfecting tone and timbre.

But More Than That she is a born student—her family background scholarly and literary, and with four college and university degrees, probably the best educated U. S. actress. And for *The March of Time* she devotes herself to a concentrated study of all sides of the women she plays, their doings, their sayings, their underlying political, social, racial, and domestic backgrounds. The actress she most admires is her close friend Helen Hayes, whose characterization of Queen Victoria in "Victoria Regina" she considers perfection in the art to which Agnes Moorehead is devoted—the full, living, dramatic re-creation of a known character.



ELEANOR ROOSEVELT



YETTA ROTHBERG

LIFE ON THE AIR • THE MARCH OF TIME

Will Ye Accept a Wee Giftie fra' Botany?



Let Us Gie Ye this Bonnie
Book on True Scottish Clans

IT'S FREE, MON!

Because the famous Botany Wrinkle-Proof Ties include a rare, fine lot of true Scottish Tartans, we've prepared a book that tells the story of the Clans in an interesting manner. From it, ye'll ken how they started, what they denote, and what Tartan your own family should wear. Like all Botany Wrinkle-Proof Ties, the Tartans appeal to any man with a drop of Scottish blood in his veins...or a grain of Scottish sense in his nature. For they're fair everlastin'...never wrinkle...and the price is a bargain...one dollar only.

Don't hesitate...twill cost you not a pence...but send the coupon, filled in, and you'll get your book.

MAKE THIS TEST: Ask your dealer to let you crush a handful of Botany Ties. Note how they spring back to fresh smoothness. If you can't locate a dealer, write us, and we will direct you.



TRUE SCOTSMEN
WILL PASTE THIS ON A PENNY POST-CARD

Dept. L
BOTANY WORSTED MILLS, Passaic, N. J.
Please send, free, my copy of the Botany
Call O' The Clans.
My name
Address
My men's wear dealer is.....

BOTANY ROBES, too, are available in authentic Tartans...a mar-r-velous traveling robe, for it packs to a wee space in a grip.

The Botany Tie • The Botany Robe • Botany Shirts
Botany Socks • Botany Mufflers • Men's and Women's
Wear Fabrics • Botany Top-Dyed Knitting Yarns

PICTURES TO THE EDITORS



ACE ON RELIEF

Sirs:

I saw this picture in the New York Daily News. It shows Jacob von Wiegand, a German World War Ace, who is now working for the WPA at Fort Monmouth, N. J. Von Wiegand claims to have shot down 22 Allied planes. He has been in America for the past eleven years and served a term in the U. S. Marine Corps. He lives with his wife and a police dog in a homemade trailer.

ROBERT BEDFORD

New York, N. Y.

●LIFE will be pleased to receive pictures of other interesting WPA workers, will pay \$10 for each one published.—ED.

ELECTRICAL BED

Sirs:

This picture shows the electrical Butler Bed invented by J. Frank Hasenkamp, proprietor of the Allied Electric Co. in Chattanooga, and so named because it performs the functions of a butler. Mr. Hasenkamp built the bed in his spare time, using parts of an old nickel-in-slot phonograph and other handy gadgets.

There are two speakers, the left one for the radio, the right one for a device which emits a peculiar "Sleepatone" guaranteed to lull the occupant to slumber. This speaker can also be used as a two-way telephone connection with the front door.

The switches control the lights, windows and electric fan. If the occupant wishes, the window and fan can be controlled automatically by a thermostat which opens and closes the window and turns the fan on or off according to the temperature. If the sleeper leaves the radio playing, it is automatically turned off.

In the morning the clock rings an alarm which can be stopped only by getting out of bed. Getting back into bed within 30 minutes automatically starts it again. Also built into the bed are cabinets for telephone and books and a reading lamp which, like the radio, is automatically turned off if the occupant falls asleep.

MRS. LUNA SMITH

Chattanooga, Tenn.





CHER AMI

Sirs:

The approaching 20th reunion of the famous Lost Battalion reminded me of these pictures of one of the greatest heroes of the War. From Oct. 3 to 8, 1918, the Battalion was lost in the Argonne, endangered both by the Germans and by Allied artillery which was shelling that part of the wood. Cher Ami is the pigeon which got through to head-



quarters with word of the Battalion's plight. As you can see in the first picture (left), the pigeon lost a leg and an eye from shrapnel. Cher Ami lived until 1932, in a hero's retirement, and received the Distinguished Service Cross. All that is left of him, the mounted skin and the breastbone (right), now reposes in the Smithsonian Institution.

ALICIA THOMPSON
New Orleans, La.



CYNTHIA IN HOLLYWOOD

Sirs:

Last winter (LIFE, Dec. 13) you showed Cynthia attending the opera in New York with her maker, Mr. Lester Gaba. Well, Cynthia became such a popular dummy that now she is in the movies.

She is going to appear in Jack Benny's new picture, *Artists and Models Abroad*. Here she is on the set, with Mr. Benny fixing her hair and Joan Bennett giving her a manicure. I don't know what the cop is doing in the scene.

JANE BUXTON
Hollywood, Calif.



OVERLOADED BEAVER

Sirs:

Paddy was about a week old when his mother was accidentally killed. A game warden found the little beaver and brought him into camp at Woods Lake, Colo. Paddy is a glutton for milk. I am



sending one picture of him drinking his fill and another when he was through. Look at him! He has drunk so much that he cannot put his front feet on the ground and he's still fussing for more.

JOHN W. COOK
St. Louis, Mo.

Pure as a Thoroughbred



Scientific selection, years of experience and tender care have made possible the Thoroughbred horse of today. Half a century of research, of strict adherence to highest-quality specifications is behind Quaker State's achievement . . . motor oil purity.

When you buy *Acid-Free Quaker State* Motor Oil, you are protecting your motor with the best that modern refining can provide. Retail price, 35¢ a quart. Quaker State Oil Refining Corporation, Oil City, Pennsylvania.



PENDLETON SHIRTS

*Choice of Champions

You're a different man when you try yourself out in a Pendleton Shirt! You're wearing the garb of sports champions and of western out-doorsmen! The shirt fits right—it's styled by men who know sports. The fabric has the "feel" of honest quality and workmanship—it's the product of true craftsmen. In a Pendleton you're comfortable no matter what the weather—because the soft virgin fleece wool protects you against cold and heat. Select several Pendletons at your favorite men's, sports or department store. \$5 to \$10.

*Champions—left to right: Shaniko Red, bulldogging; Bill McMackin, steer roping; Lloyd Depew, calf roping; Gene Pruett, bucking.



PENDLETON
VIRGIN WOOL *Shirts*

PASTE ON PENNY POSTCARD—OR WRITE
PENDLETON WOOLEN MILLS, Portland, Ore.
Please send FREE illustrated shirt catalog, swatches, and name of nearest dealer.

Name _____
Address _____

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★★★ HENNESSY COGNAC BRANDY



A hammock in a shady corner, a good book and... a tall, cold glass of Hennessy-and-soda! What more could a man ask on a warm, sultry day? Try Hennessy-and-soda... enjoy its zest.

HENNESSY-and-SODA
1 jigger of Three-Star Hennessy
3 ice cubes • Plain soda water



84 PROOF

INSIST ON HENNESSY in a Stinger
Cocktail • Old-Fashioned • Side-Car • Brandy
Sour • Brandy Cocktail • Mint Julep

Distilled and bottled at Cognac, France.
J.A. HENNESSY & Co. Established 1765

SOLE U.S. AGENTS:
Schieffelin & Co., NEW YORK CITY.
IMPORTERS SINCE 1794

PICTURES TO THE EDITORS

(continued)

GABLE ON BEACH

Sirs:

Would you like to have your picture taken with Clark Gable? Just go down to Jacksonville Beach and a beach photographer will accommodate you with

a mounted model. You can have as intimate a pose as you like. I wouldn't think of sending you the picture the photographer made of me but here is one I made of another patron.

PEGGIE BETTIE

St. Petersburg, Fla.



VESTROUSERS

Sirs:

The old problem of suspenders vs. belts was very interestingly presented in your issue of July 25, and has tempted me to offer my own solution.

No belt can be truly comfortable. . . Suspenders are the engineering solution to the problem but there is no reason why these rather unsightly contraptions cannot be eliminated also by simply making the pants part of the vest, which will support all the weight from the shoulders quite comfortably. This makes a streamlined garment such as the writer designed and has worn for several years.

GILBERT BETANCOURT

Hollywood, Calif.



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FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

HERE'S A SPECIAL SHAVE CREAM

**Forms Protection Between
Razor and Face... Keeps
Blade from Scraping
or Irritating Skin**

Daily shaving leaves many men's faces raw and sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition, Williams has now developed a special cream for daily shavers. It's called Glider. After washing face thoroughly with soap and warm water to remove razor-dulling grit, you spread on Glider quickly and easily with your fingers. No brush. No lather. Not sticky or greasy.

A superabundance of moisture is contained in this rich, smooth cream. It softens each whisker right down to the skin, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin without tearing or irritating.

FREE OFFER: Just send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J.B. Williams Co., Dept. LG-11, Glastonbury, Conn., makers of Glider and Aqua Velva, who have been making fine shaving preparations for more than 98 years.

Offer good in U.S.A. and Canada only

Tune in THE MARCH OF TIME

—radio's reenactment of the exciting, sometimes humorous, always memorable news of the week. The MARCH OF TIME on the air, is presented by the editors of LIFE—over N B C Coast to Coast Network—

at **9.30 P.M. (E.D.S.T.)**
EVERY FRIDAY NIGHT



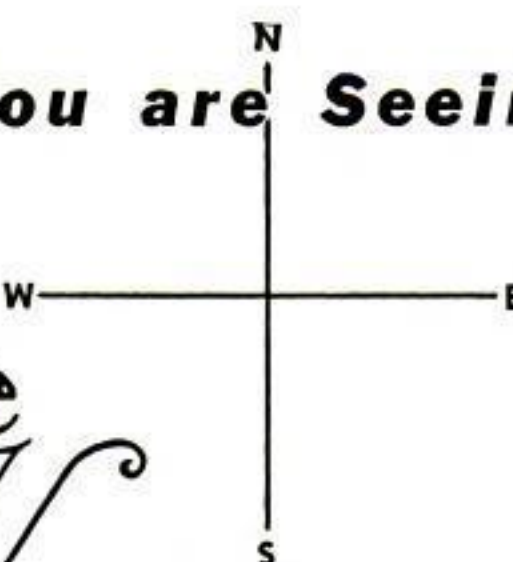
"What does LIFE do that no other magazine has done before it? By what magic does LIFE draw to it so many millions of Americans of every age and position, week after week, to enrich our experience and heighten our awareness of the world—to give us, in LIFE's pages, the sense of living more abundantly?"

—From a Subscriber's Letter

in **LIFE**

You are Seeing

The WORLD



And LIFE's cameras have given you a thousand eyes!

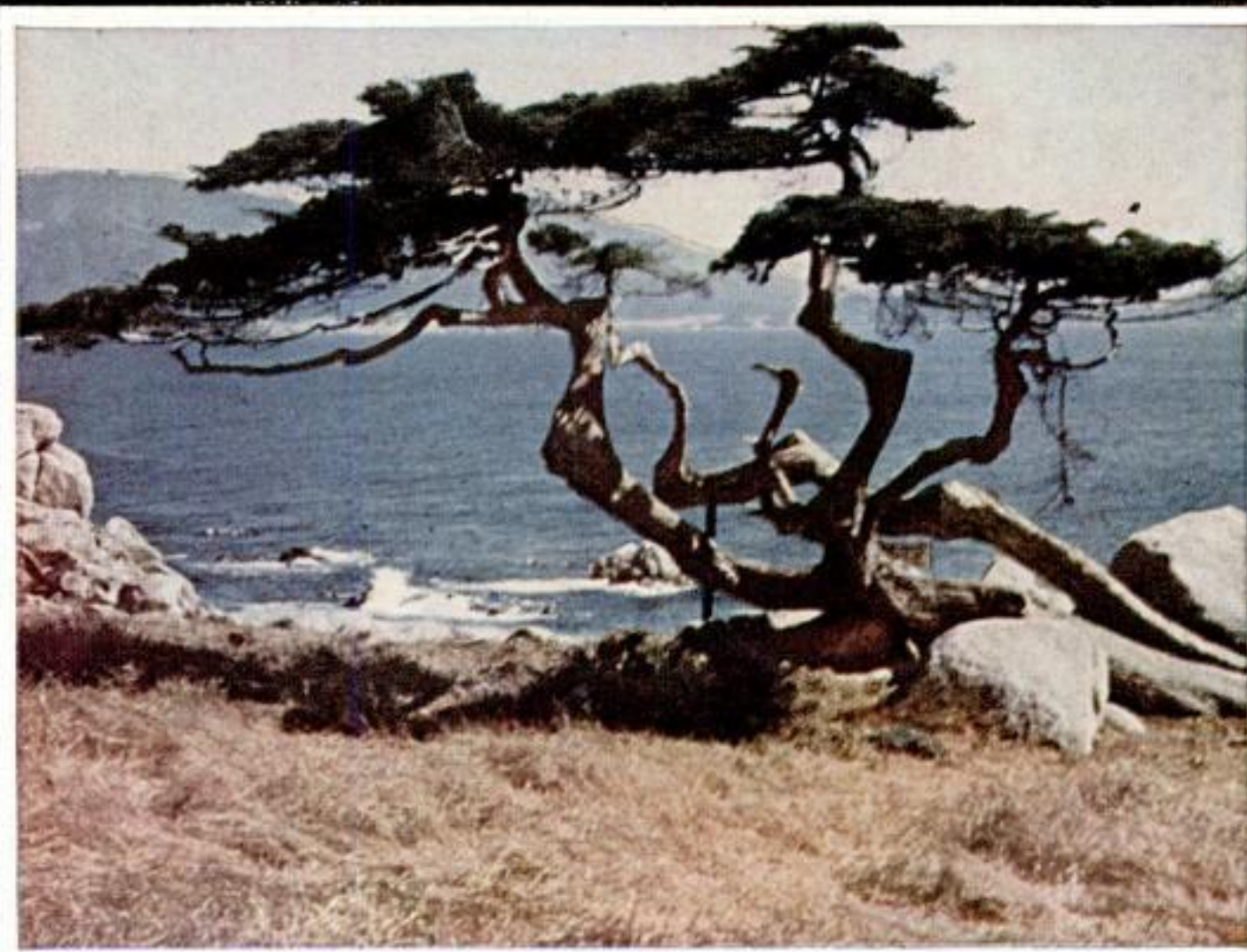
LIFE has taken you to far places—to enter the Forbidden City of Lhasa in Tibet and to visit the mysterious giants and pygmies of the Congo; to dig for priceless treasures on the 4,000-year-old site of Armageddon, and to penetrate the black, jungled hills of Haiti . . .

LIFE has taken you to modern Europe—to see with your own eyes the tradition-ordered life of Eton, mother of the men who rule England; to live inside Nazi Germany as no tourist is permitted to live; to visit the tax-free, 395-acre kingdom of Monaco; and to go with LIFE photographers Margaret Bourke-White and John Phillips through steel-ringed Czechoslovakia, from its picturesque peasant towns to its fabulous munitions factories . . .

LIFE has shown you your own America—the sunlit beauty of the California coast, the snow-bright mountains and vivid canyons of the West, the vast, fertile breadth of the Great Plains, the historic landmarks of the teeming East . . .

From the dirty streets of Algiers to the temples of Bombay . . . from the dancing girls of Angkor and Bali to the cold snow-fields of Alaska . . . LIFE is showing you the world we live in—and the ways of its people.

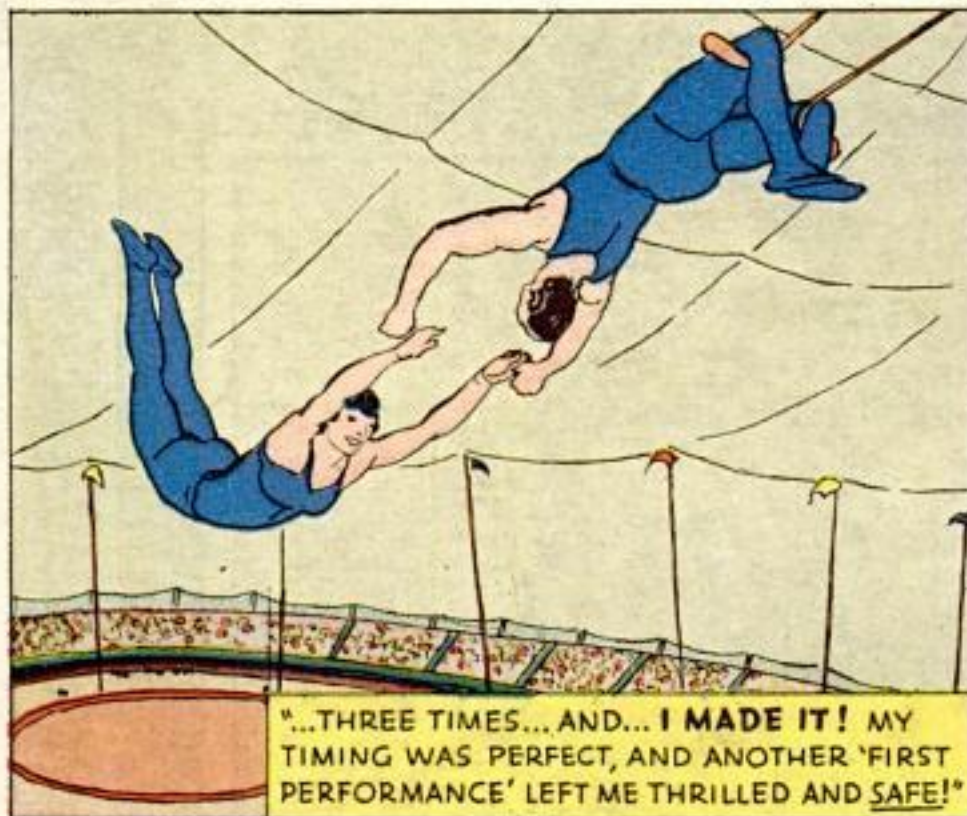
And week after week to come, LIFE's thousands of camera eyes will take you and your family on a never-ending cruise around the world—first class, in your favorite armchairs!



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AMERICANS AT PLAY - - PICTURES OF THE PAST - - PICTURES FOR PICTURES' SAKE
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THRILLS from the CIRCUS

FEATURING
ANTOINETTE CONCELLO
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AND
TERRELL JACOBS
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"WE KNOW TOBACCO BECAUSE WE GROW IT - WE SMOKE CAMELS BECAUSE WE KNOW TOBACCO" - TOBACCO PLANTERS SAY



You have to know tobacco to raise the fine grades planter Joe Brewer grows every crop. He says: "Last year my best lots went to Camel. I smoke Camels. Most planters I know do. They know the finer tobaccos that go into Camels."



Calvin Wiggins, experienced planter, specializing in raising quality tobaccos, says: "The best of my last crop was taken by Camel. They paid top prices. Most growers smoke Camels - we know they're made of costlier tobaccos."



"For a better cigarette, I always say smoke finer tobaccos," says Lee Mason, who grows the finer grades he speaks of - he's grown them for years. "I've seen the choicer tobaccos go to Camel many times. That's why I smoke Camels."



One Smoker tells another... **CAMELS AGREE WITH ME**